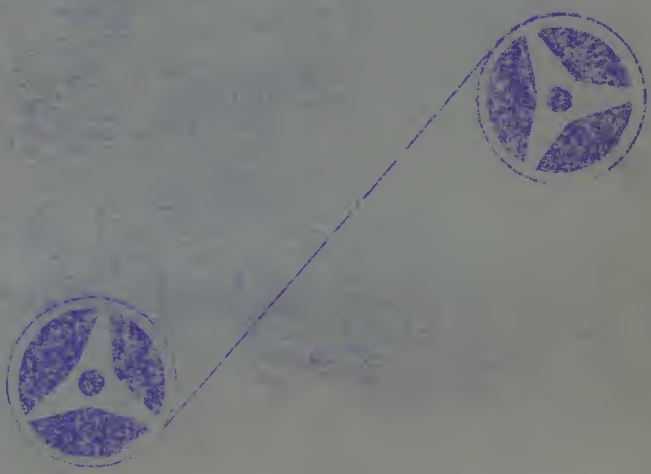
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



Progress Report #2

NAEB Tape Network

May, 1951

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB TAPE NETWORK

PROGRESS REPORT NUMBER 2

Submitted to the NAEB Board of Directors May 1, 1951

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1. INTRODUCTION

The first concrete step in the history of the NAEB Tape Network was taken in January of 1950 when Seymour N. Siegel offered to some of the member stations a program entitled, WE HUMAN BEINGS, produced by the Lowell Institute Cooperative Broadcasting Council. You know, from the previous report, to what extent this embryonic network grew in its first year of life. The over-worked staff of WNYC saw this infant develop into a Gargantua. It was inevitable that there should also develop problems of Gargantuan proportions. Yes, there were many bugs in the operation. With each new program and with each new station the problems multiplied. But! There was an educational network operating! The idea was basically sound, and the problems could be solved.

On January 15, 1951, the headquarters of the network was moved to the University of Illinois, much to the relief of the WNYC staff. In its new home the network claimed the attention of people who were at least less over-worked. There likewise were available some facilities with which, it was hoped, improvements might be possible. But, many of the problems remained. There were serious shortages of time, money, personnel, tapes, equipment, etc. Some improvements were possible, and these will be discussed later in the report. The basic problems, however, remain unsolved.

This, then, is no glowing report of miraculous achievement. Rather it is an accounting of an interim period between the gallant labor pains of the WNYC staff that brought the network into being and the day when genuine achievement would be possible. That day now seems assured for the very near future.

What follows will give an accounting of what has taken place since the first report was submitted. It will define some of the problems as seen from the position of network headquarters, and will also propose some suggestions for a more efficient operation.

2. THE NETWORK

Network headquarters has not actively solicited new participating members. It was felt that present facilities did not warrant too great an expansion at this time. On the other hand, no active member of NAEB was refused the network service if it wrote in requesting information. In this way, the network, like Topsy, "just growed" to its present size of forty-three stations.

Stations Participating in the NAEB Tape Network

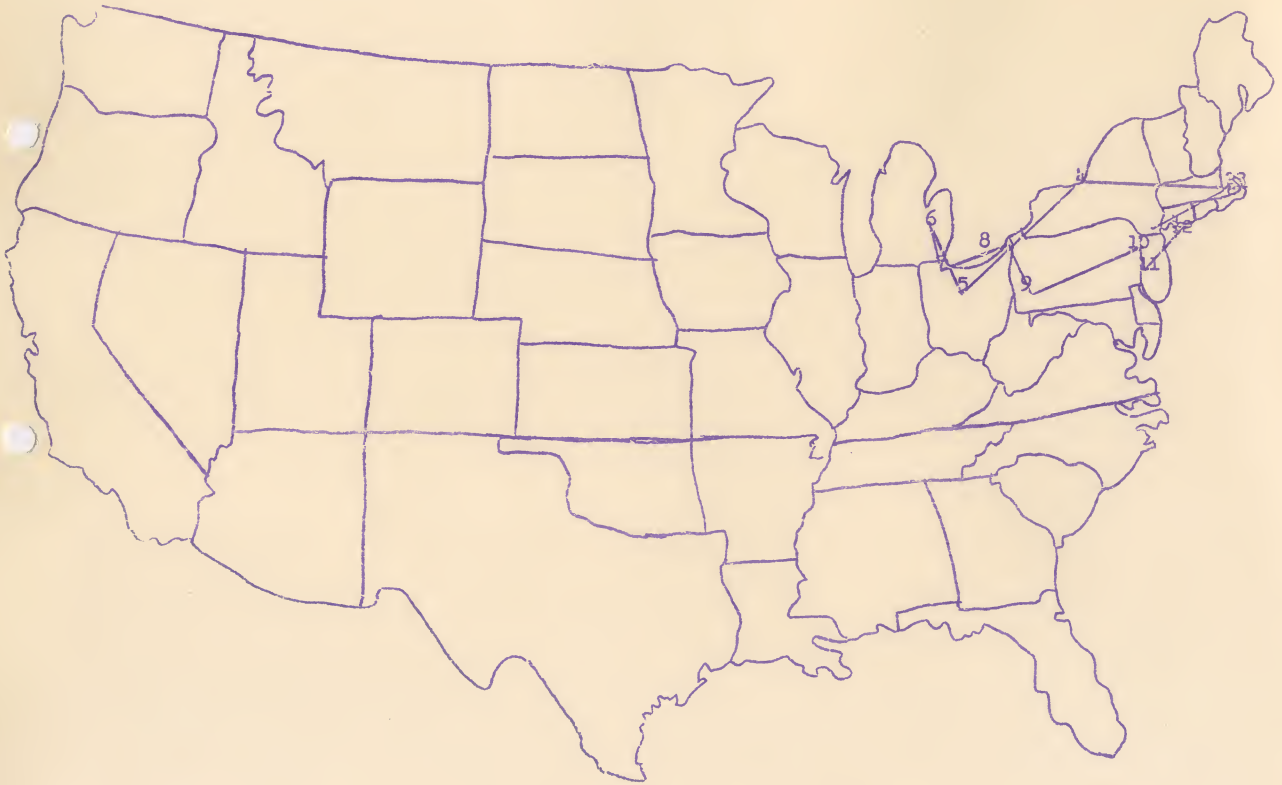
KANW	Albuquerque High School	Albuquerque, New Mexico
KBPS	Portland Public Schools	Portland, Oregon
KCVN	College of the Pacific	Stockton, California
KFJM	University of N. Dakota	Grand Forks, N. Dakota
KOAC	Oregon State College	Corvallis, Oregon
KUOM	University of Minnesota	Minneapolis, Minnesota
KUSC	University of S. California	Los Angeles, California
KUSD	University of S. Dakota	Vermillion, S. Dakota
KWGS	University of Tulsa	Tulsa, Oklahoma
KWLC	Luther College	Decorah, Iowa
KWSC	State College of Washington	Pullman, Washington
WABE	Bd. of Educ. 14th Floor, City	Hall, Atlanta, Georgia
WAER	Syracuse University	Syracuse, New York
WBAA	Purdue University	Lafayette, Indiana
WBEZ	Bd. of Education	228 N. LaSalle, Chicago
WBGO	Central High School Bldg.	Newark 4, New Jersey
WBKY	Univ. of Kentucky	Lexington, Kentucky
WBOE	Board of Education	Cleveland, Ohio
WBUR	Boston Univ.	Boston, Massachusetts
WCAL	St. Olaf College	Northfield, Minn.
WDTR	9345 Lawton Avenue	Detroit 6, Michigan
WDUQ	Duquesne University	Pittsburg, Pennsylvania
WFIU	Indiana University	Bloomington, Indiana
WFPL	Louisville Free Public Lib.	Louisville 3, Kentucky
WFUV	Fordham University	Bronx 58, New York
WHA	University of Wisconsin	Madison, Wisconsin
WILL	University of Illinois	Urbana, Illinois
WKAR	Michigan State College	East Lansing, Michigan
WLSU	Louisiana State Univ.	Baton Rouge, Louisiana
WMCR	Western Michigan College	Kalamazoo, Michigan
WNAD	Univ. of Oklahoma	Norman, Oklahoma
WNAS	New Albany City Schools	New Albany, Indiana
WNUR	Northwestern University	Evanston, Illinois
WNYC	2500 Municipal Bldg.	New York 7, New York
WOI	Iowa State College	Ames, Iowa
WOSU	Ohio State University	Columbus, Ohio
WRUL	World Wide Brdcast. Fdn.	Boston 16, Massachusetts
WSUI	State Univ. of Iowa	Iowa City, Iowa
WTDS	Toledo Public Schools	Toledo 6, Ohio
WUOA	University of Alabama	University, Alabama
WUOM	University of Michigan	Ann Arbor, Michigan
WUSV	University of Scranton	Scranton 3, Pennsylvania
WWHI	Wilson Junior H. S.	Muncie, Indiana

NETWORK LEGS

One improvement that appeared possible with the transfer of the network operation was the division of the stations into four legs. This procedure allowed us to offer all programs to all stations, and at the same time to materially reduce the total time required for a program to complete the circuit. An additional benefit of this method is a device for preventing a complete breakdown of the network or any one of its legs. Four copies are made for distribution to the four legs. The master is retained at headquarters. If a tape is delayed or lost in the mails, the station affected wires network headquarters to this effect. Another copy is made and sent air-mail special-delivery to the next station. Thus, only one station suffers and the remainder of the leg stays on schedule.

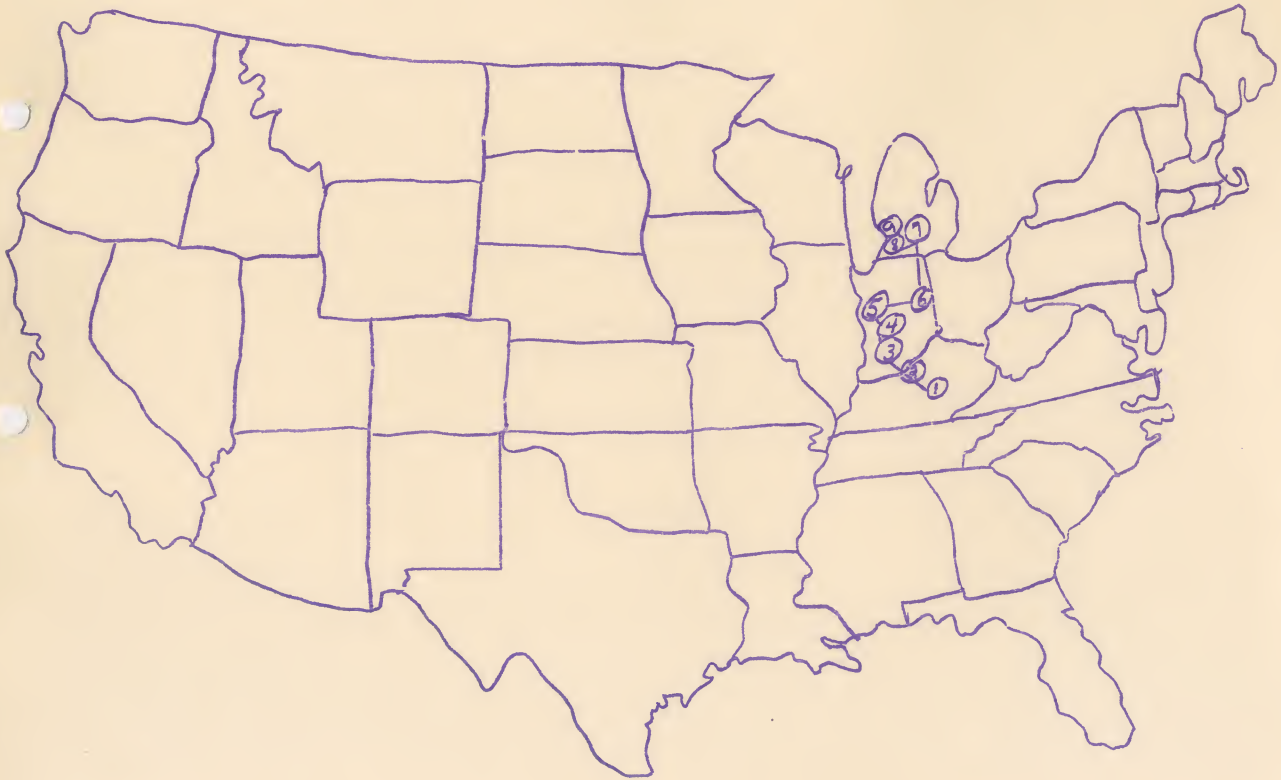
It will be noted in the tabular summar of programs that the number of stations accepting each series has been steadily increasing. It is quite apparent that at least part of this trend is due to the increased efficiency possible when operating by legs.

The four legs are shown on the accompanying maps. (The original maps courtesy of Mrs. Terry Linder.)



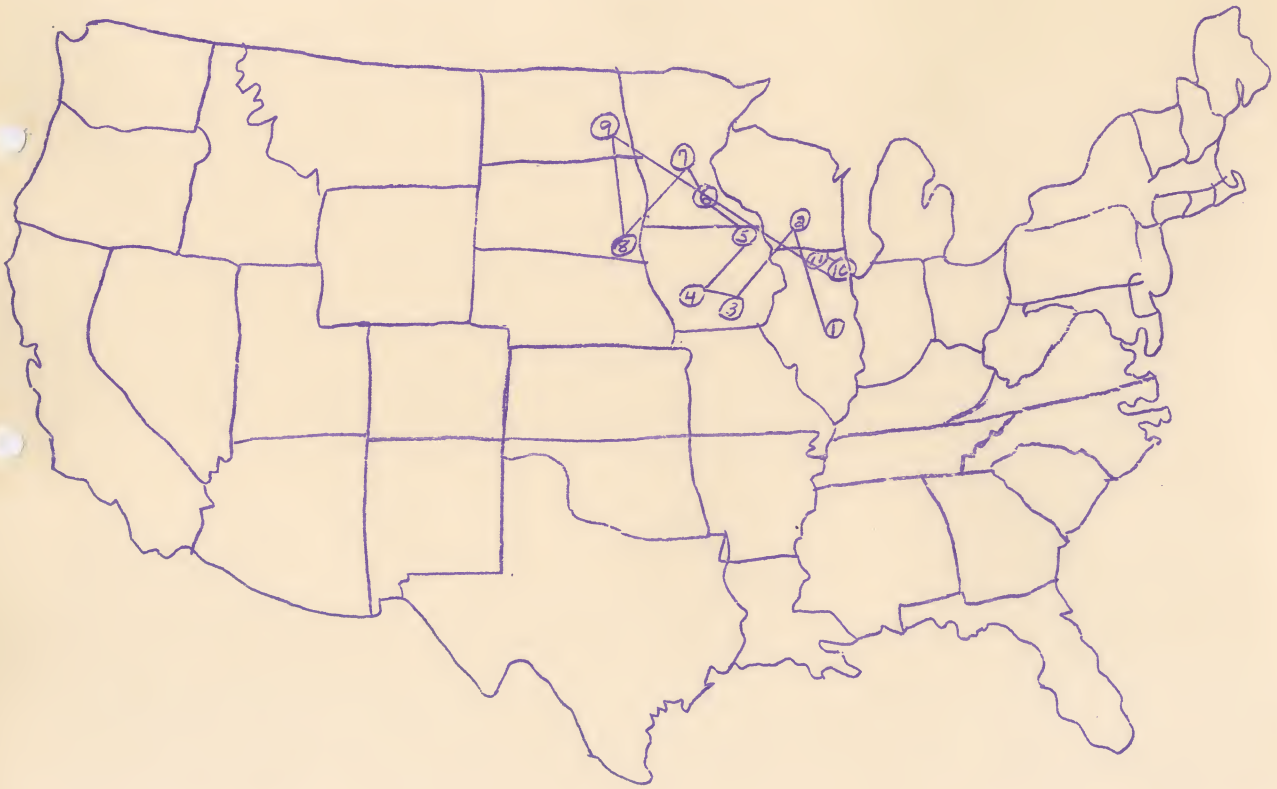
1. WNYC NEW YORK
2. WBUR BOSTON
3. WRUL BOSTON
4. WAER SYRACUSE
5. WOSU COLUMBUS
6. WDTR DETROIT
7. WTDS TOLEDO
8. WBOE CLEVELAND
9. WDUQ PITTSBURG
10. WUSV SCRANTON
11. WBGO NEWARK
12. WFUV NEW YORK

LEG II



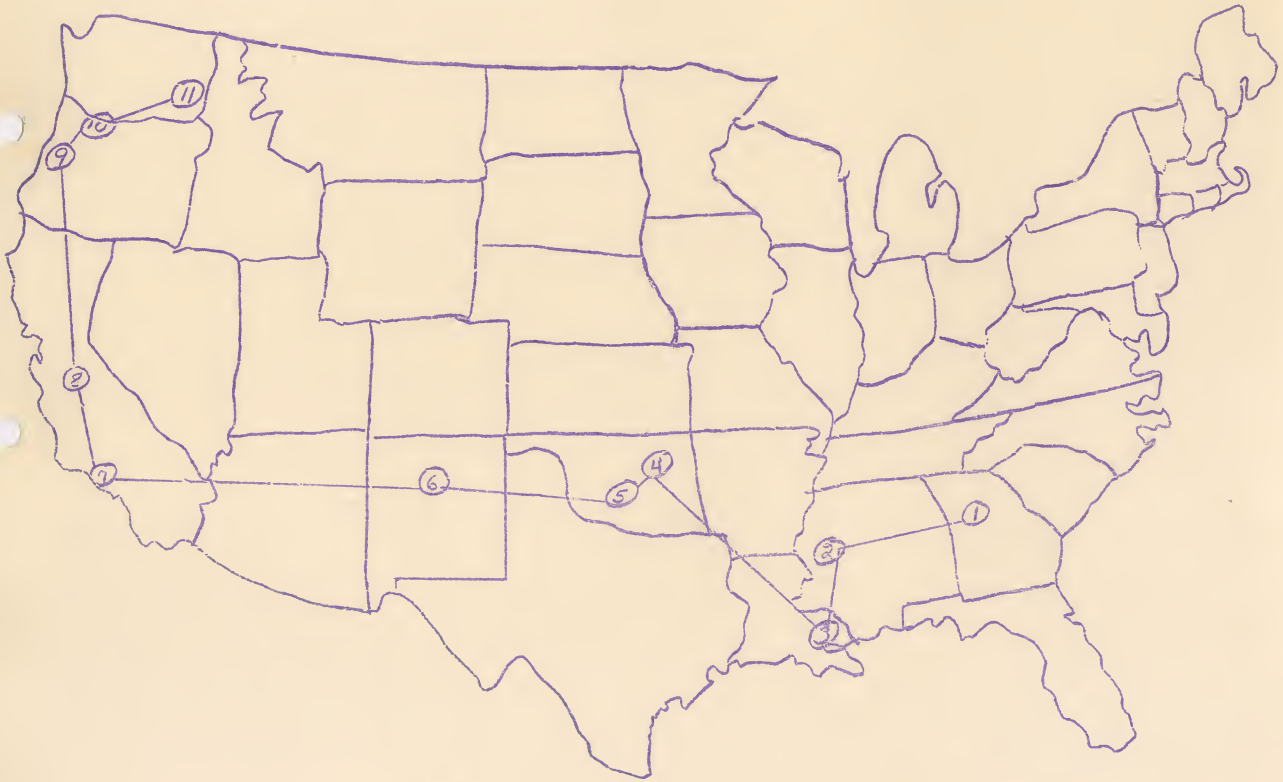
1. WBKY LEXINGTON, KY.
2. WFPL LOUISVILLE, KY.
3. WNAS NEW ALBANY, IND.
4. WFIU BLOOMINGTON, IND.
5. WBAA LAFAYETTE, IND.
6. WWHI MUNCIE, IND.
7. WUOM ANN ARBOR, MICH.
8. WKAR E. LANSING, MICH.
9. WMCR KALAMAZOO, MICH.

LEG III



1. WILL URBANA, ILL.
2. WHA MADISON, WIS.
3. WSUI IOWA CITY
4. WOI AMES, IOWA
5. KWLC DECORAH, IOWA
6. WCAL NORTHFIELD, MINN.
7. KUOM MINNEAPOLIS, MINN.
8. KUSD VERMILLIONS, S.D.
9. KFJM GRAND FORKS, N.D.
10. WBEZ CHICAGO
11. WNUR NORTHWESTERN

LEG IV



1. WABE ATLANTA, GA.
2. WUOA TUSCALOOSA, ALA.
3. WLSU BATON ROUGE, LA.
4. KWGS TULSA, OKLA.
5. WNAD NORMAN, OKLA.
6. KANW ALBUQUERQUE, N.MEX.
7. KUSC LOS ANGELES, CAL.
8. KCVN STOCKTON, CAL.
9. KOAC CORVALIS, ORE.
10. KBPS PORTLAND, ORE.
11. KWSC PULLMAN, WASH.

3. THE PROGRAMS

THE PROGRAMS

With the first program issued by the new headquarters a different numbering system was adopted. The number contains three elements. The first two digits indicate the year. The next digit is the sequential number of the series in that particular year. The last digit designates the leg. Thus, 51-3-2 means the third series distributed in 1951 to Leg #2. In addition to the number, the title of the series is always used. The individual programs are numbered in sequence, and, wherever possible, titles are also used. It is hoped that by making the designations as complete as possible some confusion will be avoided.

The first series distributed, The Los Angeles County Museum Chamber Music Concerts, was offered to only two legs. This was done because the programs were long and in the press of moving and getting established we were unable to get more copies made in time. After the program started on these two legs we were advised to withhold further distribution until matters are cleared with the musician's union. Thus, the future of this series is somewhat vague as this report is being written. We have also experienced some mechanical difficulties with this series. This will be discussed under a later section of this report.

All of the other series have been offered to all four legs simultaneously. The final schedules are not yet complete for series 51-4 Cooper Union Forum, "Women"; 51-5 "Nature of the Universe"; and 51-6 "The New World of Atomic Energy." Since these are three very outstanding series it is expected that the number of stations accepting them will be somewhat higher than for earlier series.

Series 51-A Payne Fund Prize Script, and 51-B New Republic Panel-Television And Education are single show offerings and will be handled somewhat differently. It is hoped that six or more copies of each can be made. A loose schedule will then

be set up so each station will know when to expect the program. They will be allowed several days leeway in which to schedule the program. If a station decides not to broadcast the show, or if it cannot be fitted into the schedule the tape will be sent on to the next station at the end of the allotted time.

It was announced by this headquarters that some of the earlier series would be offered to those stations not included in the initial distribution. This is still a firm intent. It has been due to the mechanical limitations of our recording service that this has not been done. As soon as facilities allow, some of the earlier series will be reissued.

There are a number of programs that are currently in varying stages of negotiation and consideration. Those mentioned above or shown in the following tables are all the series on which definite action is in progress.

The first table summarizes the pertinent data on all of the standard series that have been offered. The second table summarizes the three dated series that have been circulated.

DATA ON SERIES

Series	No. of Stations	Starting Date	Ending Date	No. of programs	Time of each program	Total number of hours	Total number of NAEB hours
I. We Human Beings	12	2-26-50	11-21-50	7	:30	3:30	42
II. A Long Life	17	4-23-50	1-30-51	10	;30	5	85
III. Great Themes in the Great Hall	13	5-8-50	12-24-50	12	1:00	12	156
IV. Ses Quicentennial Concerts of the U.S. Army Band	11	8-24-50	10-20-50	7	1:00	7	77
V. Music for the Connoisseur	15	6-12-50	1-21-51	13	1:00	13	195
VI. Canadian Concerts	11	9-8-50	2-15-51	11	:30	5:30	60:30
VII. BBC World Theatre	21	9-6-50	3-17-51	13	1:30	19:30	409:30
VIII. Human Adventure	20	11-5-50	3-23-51	8	:30	4	80
IX. Readers Almanac	8	11-4-50	4-20-51	13	:30	6:30	52
X. Cooper Union Forum Ideas and Their Communication	19	11-17-50	3-16-51	10	1:00	10	190
51-1 Los Angeles County Museum Chamber Music	9	3-21-51	7-1-51	13	1:15	16:15	146:15
51-2 Cooper Union Forum America In Crisis	27	3-28-51	8-8-51	9	1:00	9	243
51-3 Music for the Connoisseur	34	5-11-51	10-14-51	13	1:00	13	442
					Total NAEB hours		2178:15 hours
51-4 Cooper Union Forum Women				12	1:00		
51-5 Nature of the Universe				8	:30		
51-6 The New World of Atomic Energy				11	:15		
51-a Payne Fund Prize Script				1	:30		
51-b New Republic Panel-Television and Education				1	:30		

DATED SERIES

DATED SERIES "A" CHICAGO ROUND TABLE

Tapes for the Round Table are recorded in Chicago by NBC and a copy is sent to the first station on each leg on Monday following Sunday's broadcast. Upon completion of the circuit, the tapes are returned to the Radio Office, University of Chicago.

Leg I

WILL-Univ. of Illinois
WUOM-Univ. of Michigan
WBAA-Purdue University
WOSU-Ohio State University

Leg II

WSUI-State U. of Iowa
WHA-Univ. of Wis.
KFJM-U. of N. Dakota

Leg III

KUSD-U. of S. Dakota
KOAC-Oregon State College
KUSC-U. of Southern Cal.

Leg IV

WLSU-Louisiana State
WABE-Atlanta Bd. of Educ.
WUOA-U. of Alabama

Leg V

WNYC-New York City
WBUR-Boston University
WAER-Syracuse University

Leg VI

WCAL-St. Olaf College
WFIU-Indiana University
WMCR-Western Michigan College

Leg VII

WNAD-U. of Oklahoma
WOI-Iowa State College

Leg VIII

WKAR-E. Lansing
WTDS-Toledo
WBOE-Cleveland

Leg IX

WFPL-Louisville, Ky.
WWHI-Muncie, Indiana

Leg X

WDTR-Detroit
WBGO-Newark
WUSV-Scranton, Pa.

Leg XI

KWSC-Pullman, Wash.
KWLC-Decorah, Iowa

DATED SERIES "B" "HERALD TRIBUNE FORUM"

Leg I

WBAA	Oct. 30 - Nov. 2
WHA	Nov. 6 - Nov. 12
KUOM	Dec. 15
WUOM	Dec. 31

Leg II

WBUR	Oct. 30
WUSV	Nov. 8
KWSC	Redub

Leg III

WILL	Oct. 31 - Nov. 2
KUGS	Nov. 5
WLSU	Nov. 9

DATED SERIES "C" "FOURTH ANNUAL CONFERENCE OF BUSINESSMEN AND EDUCATORS"

Leg I

WNAD	Oct. 27
WOI	Nov. 2
KOAC	Nov. 6
WABE	Nov. 14

Leg II

WLSU	Oct. 30
WHA	Nov. 7
WILL	Nov. 14

4. Expenditures and Supplies

Financial Statement

Expenditures.

Office Supplies	$ 217.72
Stationery	175.62
Postage	56.00
Recording Services	261.25
Total General Expenses	$ 710.59
Personnel (Approximate) (Estimated since salaries are currently coming from several budgets.)	$ 950.00
Total Expenditures	$1660.59
Less fund received from NAEB	750.00
Balance absorbed by U. of Ill.	$ 910.59

TAPE SUPPLY

With the advent of the leg system and a continuing increase in activity there developed a serious shortage of tape. The program acceptance committee sent out a frantic appeal to member stations asking them to come to the rescue of the network. Thirteen stations responded nobly with a total of 240 reels of tape. This combined with the supply already in use makes a total of approximately 450 reels now in the possession of the network. The word approximate is used because there are still some tapes in circulation which have never been in our possession. This supply has been adequate for this interim period.

It is recommended that when the basic tape supply has been obtained the stations making these contributions be repaid in kind. Since this was not a general levy but a purely voluntary act to help out in an emergency it seems fair to return the tapes with our thanks.

We have also undertaken to number all of the NAEB tapes. This process, while somewhat tedious, facilitates the keeping of a running inventory as well as making positive identification easier.

One additional problem in connection with tape needs to be mentioned. According to the engineers, it will be necessary to standardize on tape for use with the mass duplicator. Apparently the recording characteristics are not identical in different brands of tape. Thus, when ten tapes are being dubbed at a time the use of a standard tape is the only way of avoiding differences in level and quality.

5. The Operation

General

Basically, the operation of the network has not been changed since the headquarters moved to Illinois. When a series is definitely set, a tentative schedule is prepared on the basis of which an offer is made to the stations. A crude survey of the stations was made in an attempt to arrive at the most desirable time lapse between the offering of a series and the broadcast date of the first program. The suggestions ran from two weeks to several months. On the basis of a large number of the survey returns and past experience, we endeavor to make the offer from a month to six weeks before the first program is to be aired. This time interval seems to work fairly well for most stations. Quite a number of the school stations are unable to operate on this basis and, therefore, undertake to make copies of all programs for future scheduling.

When the replies to the offer have been received, a final schedule is made up. Stations are advised if any major change in time is necessary. When the schedule is ready, a program "packet" is sent to each station accepting the program. The "packet" includes, report sheets, addressed envelopes in which to return the report sheets, a copy of the final schedule, and cue sheets. Up to series 51-3, Music for the Connoisseur, shipping labels were also included. However, the number of stations has now grown so large as to make the typing of labels a wasteful operation. Either with the offer or the program "packet" we try to include a list of the individual programs with as much specific information about them as we can get. In sufficient time to meet the broadcast date of the first stations the tapes are mailed out to each leg. From there on the operation is largely in the somewhat hesitant hands of the postoffice.

As an appendix to this report samples of the administrative forms, program schedules, cue sheets, etc. are included.

Programs

The programs to be offered by the network are submitted to a Program Acceptance Committee for approval. The committee is presently: George Probst, Jim Miles,and Robert Hudson. The committee has held one meeting. A second meeting has not been requested in view of impending action by the foundations and the current meeting of the board of directors of the NAEB. In lieu of a committee meeting copies of programs have been mailed to committee members for auditioning.

Such comment about programs as seems appropriate at this time is reserved for a later portion of this report.

Tape Numbers and Tape Card File

All reels of tape have been given an NAEB number. The numbers are typed on a small piece of cardboard and then scotch-taped to a spoke of the reel. A card index is maintained by reel number, showing the location of the reel and what is on it. This provides a reasonably accurate running inventory of the tape supply.

Cue Sheets

We have undertaken to send out cue sheets with all programs. The cue sheets show, series number and name, program number and title, the order of playing by NAEB reel number, opening and closing cues for each reel, and the times. We attempt to get accurate timings, but at present we have nothing better than Magnecords on which to time. These machines do not time with absolute accuracy. However, except for possible errors, the times should be within workable limits.

Report Sheets

It is felt that the report sheets are still essential to the operation. It is the only possible way in which the network headquarters can keep accurate records. We still send addressed envelopes in which to return the report sheets, but have discontinued stamping them.

The handling of the report sheets gets steadily more complex as the number of stations increases. Since it appears likely that some such form will be a permanent necessity, some thought has been given to finding a simpler device. We have considered mimeographed penny post-cards. Another possibility is a printed sheet which after being filled in by the station can be folded and sealed, the return address being printed on the reverse side.

File Copies of Programs

As indicated earlier extended breakdowns in the network's service can be prevented if the master tape is retained on file at headquarters during the cycle of the program. This has now become standard procedure.

In addition to a temporary file copy we have begun to maintain permanent copies of all programs offered on the network. The administrators of the Division of Communications of the University of Illinois decided at the outset of their custodianship that an archival file of NAEB programs would be valuable for several reasons. Such material would have considerable historical interest as the beginnings of what we have reason to hope will be a significant contribution to American broadcasting. At least some of the material will have a more or less permanent use value. It is a real possibility, albeit remote at the moment, that a comprehensive library service could be of inestimable value to many organizations.

It so happened that the transfer of network headquarters coincided with the undertaking of an extensive recorded collection by the University library. Tentative arrangements are being made to file NAEB programs in this library collection, recorded on 16" discs. A few of the discs have been made. All material that has returned to this headquarters is being retained until the recordings are made. The file will not include all of the earlier series, but will cover the vast majority of programs which have been circulated.

Files and Statistical Data

We have endeavored to continually improve and refine our system of records and files. While it is not readily apparent in this report, we have an eye cast toward sufficiently complete and accurate data that objective evaluations of the operation can be made. With the impending increase in the scope of our operations this becomes even more important.

This problem is really twofold. The records in network headquarters are of no more value than the accuracy of the information supplied by the stations.

Use of the NAEB News-Letter

Recently we have undertaken the practice of furnishing the monthly News-Letter with approximately a page of copy about the network's activities. While a more detailed consideration of promotion and publicity appears in a later section of the report, it can be said here that this use of the News-Letter seems to be a very worthwhile arrangement. We modestly hope that before long we can have a small section labelled, "Network News", or something such, in which we can regularly keep members advised of our operation.

6. Some Problems

What's My Name?

When the headquarters arrived in Urbana, considerable thought was given to its name. From the records it had been called a number of things (most of them printable), the most common one being, "The National Association of Educational Broadcasters Transcription Network". After some discussion, it was decided to use NAEB Tape Network. It was easy to say and more nearly described the operation than any other possibility.

While it would seem highly desirable to have a permanent name which everyone will recognize, the present one is not considered sacred. There are, however, two good reasons for keeping it. First we have used it for several months and quite a few people have come to recognize it. Secondly, and of far greater importance, we have stationery with the name printed on it together with the plates for printing more.

A Standard Opening and Closing

Another practice which seemed worthwhile was adding to all programs a standard opening and closing. The value of a repeated standard identification is obvious. There has been one complaint concerning the wording of these tags. This is mentioned with the possibility in mind that there may be other objections as yet unvoiced. It would be simple to change the wording if an agreement can be achieved on what is desired.

Those currently used are:

OPENING: The following tape recorded program is an exchange feature of the National Association of Educational Broadcasters.

CLOSING: The preceding program was tape recorded. This is the NAEB Tape Network.

Shipping Containers

Experimentation with shipping containers is still in progress. The film cans have been abandoned. It was found that the lids of these cans too often pinched off a foot or two of tape. In some cases part of the program was missing. They also get mashed out of shape rather quickly and thus there is added danger of tape damage.

We are currently using fiber film shippers and cardboard wrappers which fit around the tape in its original box.

A campaign has also been launched to get all stations to fasten the ends of the reels so that the tape doesn't unwind during shipment. Unwinding results very often in a pinched fold across the tape which is soon followed by a break.

Shipping Labels

As mentioned earlier we have had to discontinue typing the shipping labels for all stations. A complete addressograph service is available to the University and this is, perhaps, the best ultimate solution to the label problem. It would also be possible to have labels printed. We could also have a rubber stamp made for each station. The addressograph plates could be used to address envelopes, so if this service can be obtained at a moderate cost we will have the plates made.

Mail Service

The economy drive in the Post-Office Department has resulted in poor mail service. For example: It recently took seven days for a tape to get to Toledo, Ohio from East Lansing, Michigan. It took a tape two and a half weeks to get from Urbana, Illinois to Atlanta, Georgia!

Experience seems to indicate that this is not a general occurance, but it does happen rather frequently. The whole subject of the reliability of mail service needs further investigation. It may be necessary to pay premium postage, change to Railway Express, or extend the time allowed for tape delivery. Neither of the last two possibilities seems desirable.

Mechanical Quality

Up to the writing of this report we have received two complaints on the mechanical quality of tapes circulated. These two both were about the series, Los Angeles County Museum Chamber Music Concerts. This brings up a very important problem.

First, let us consider the specific program about which complaints were received. This series has not operated on an ideal basis. Not all of the tapes, nor all the information on the series was at hand when the series started. Some of the tapes on which it was received were in very poor physical condition. It was the first series which we sent out. It was done rather hurriedly. It is possible that either in the original recording, or in dubbing them sticky tape caused occasional distortions. It may have been the result of poor dubbing here. When the tapes mentioned as poor are returned, we will check every possible cause.

As to mechanical quality in general. We have not thus far had equipment of sufficient character to accurately check on quality. We hope this will be remedied very soon. It also seems necessary to set quite definite standards for the recording of programs, especially music. Tapes in the best possible mechanical condition should be used for the masters. It is assumed that the mass duplicator will result in a high degree of fidelity. The problem seems to be, therefore, to get good masters.

When the quality of music programs is to be judged, what is needed is a person with sufficient musical acumen to note subtle distortions. Such a person is available at the University. If his services can be obtained for this purpose, it will help to avoid any future difficulties with the mechanical quality of musical programs.

Inquiries From Commercial Stations

Quite a number of inquiries have been received from commercial stations about the possibility of their using some of the NAEB programs as public service fare. One foundation in Texas went so far as to offer a grant to the NAEB if some programs were made available to them to offer on local commercial stations.

The standard reply to these inquiries has been that such a procedure is not possible under the existing plan. This matter must be decided by the board of NAEB. We have maintained a file of these inquiries and the stations have been told that we would notify them of any change in this policy.

7. Ideas and Recommendations

Reports

This report is prepared somewhat hurriedly and between rounds with a vicious respiratory virus. It has not had the study and analysis needed to secure adequate data for an evaluation.

Such evaluation would seem to be an important aspect of this operation. It is, therefore, recommended that the Board establish definite intervals for the submission of reports on the activities of the network.

Programs

The heart of the network operation is, of course, the source of programs. Up till now we have been largely dependent on station WNYC. We have had some excellent series. Sometimes, through no one's fault, the method has resulted in confusion. The plan has not been one geared to optimal service to the network. There has been little planning ahead. There has been little consideration given to the specific needs of the school stations.

Some effort has been made to plan ahead toward a program schedule for next fall. As part of this plan we are attempting to find some school programs, which require even a greater period of pre-planning. These plans have progressed very slowly.

What is needed is a mechanism that will be able to give serious attention to programs. It will take considerable time and effort. Such a mechanism should have the responsibility of program procurement, and the power of decision as to what is to be offered over the network. It would operate within the freamework of over-all policy as established by the NAEB board.

With the forthcoming financial aid it seems possible to plan ahead with a basic balanced schedule, allowing at the same time sufficient flexibility to add additional offerings as they become available.

From the point of view of this headquarters, this aspect of the operation has been too diffuse. It will take a concerted effort to lift the network to a planned and efficient operation. This kind of effort does not seem possible with the present loosely-knit organization.

It is realized that such consideration may already have taken place. It is mentioned here to insure that this aspect of the total problem will receive adequate consideration. It is the crucial problem, as we in network headquarters have observed it.

Promotion and Publicity

Woefully little has been done in the way of promotion. It is the fondest hope of the network headquarters that this phase of the operation will be vastly implemented with the arrival of funds.

There are so many possibilities that only a few will be mentioned. As indicated earlier we would like to make greater use of the NAEB News-Letter. We would like to send releases to newspapers in all of the cities where NAEB stations are located. We would like to get some stories in National periodicals. We would like to send literature to schools, listener councils, and other organizations that might be interested in high calibre programming. We have hopes, too, of helping the stations in every possible way to promote these programs. This will be easier when the stations can reasonably depend on the network schedule.

At any rate, we are hopeful that a great deal can be done in this area. It would seem futile indeed to watch this thing grow to significant proportions and not tell people of its existence.

8. A Statement

The problems encountered thus far can readily be solved. Most of them are of a minor mechanical nature. We, of network headquarters, are completely sold on the potential of this operation. It has been necessary on occasion to apologize for our shortcomings and our errors. But, we are proud, indeed, to be a part of such a challenging enterprise. The administration of the Division of Communications of the University of Illinois has accepted its custodianship of the network seriously. The whole-hearted support of this institution can be assured.

With the arrival of substantial financial aid, the future of the network is inspiring. It is impossible to see anything but significant achievement as the result.

The network headquarters, as now constituted, would like to go on record as thanking everyone concerned for the excellent cooperation, patience, and support that have been accorded our, as yet, feeble efforts. To all, our sincerest thanks.

9. Appendix

INFORMATION THAT ACCOMPANIES OFFERING

"MUSIC FOR THE CONNOISSEUR" with David Randolph

Series 51 - 3 -

"Music for the Connoisseur" is a unique musical program. It is planned and executed by David Randolph, director of the Randolph singers and lecturer on music appreciation at New York University. The present series consists of thirteen hour-long programs.

Mr. Randolph specializes in "music off the beaten path". The music is both live and recorded. There will be music that is rarely heard, or he will present aspects of well-known music that are less familiar. The real charm of the program is in Mr. Randolph's penetrating discussions of music, composers, instruments and other musical lore.

It might be added for the benefit of those stations not yet familiar with this program, that the previous series elicited more favorable comment and correspondence than any other program offered, with one exception.

In short, those of you who have not yet carried it, we highly recommend this series.

PROGRAMS

		Times:
#1	Monteverdi-Britten Vocal usages as exemplified by a 17th Century composer and a 20th Century composer.	59:30
#2	The Composer's Workshop Demonstrating the ways in which Haydn, Mozart, Schubert and Beethoven re-used the same themes.	52:00
#3	Music for the Violin A comparison between an early violin sonata played with harpsichord accompaniment, and the same work played with piano accompaniment. The violinist being both record and "live".	59:30
#4	"Dies Irae" Showing how six different composers used the same Gregorian Chant in their music.	59:30
#5	Bach and His Forerunners A seldom heard Bach Cantata and music by four of his predecessors, showing the sources of his style.	59:30
#6	Italian Keyboard Music Old and new Italian music, played "live by the pianist Orazio Frugoni.	59:30
#7	Influences among Composers Showing how many of the great composers were influenced by their predecessors.	59:30

#8	"Light" Music The lighter works of the more serious composers, and some remarks about most music being too long.	57:00
#9	Music and Art About the connection..or lack of connection between the two arts.	59:30
#10	Innovators in Music The composers who advanced the frontiers of music, including some old composers whose music is still too modern for us.	59:30
#11	Mozart and Modern Music An attempt to show why the face of music might have been changed, had Mozart lived past the age of 35.	59:30
#12	The Logic of Music An insight into the ways in which composers give unity to their works.	59:30
#13	Amateurism in Music A glorification of music-making for its own sake, with a complete performance of a Beethoven Mass, by an amateur group..the New Jersey Choral Society.	59:30

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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB TAPE NETWORK
University of Illinois
119 Gregory Hall
Urbana, Illinois

PROGRAM OFFERING

To: All Stations Concerned.

This is a definite offer pending the arrangement of a workable final schedule. It is imperative that we have your reply by DATE_____. If no reply is received by that date it will be assumed that you do not want the program.

Series 51-3

Title MUSIC FOR THE CONNOISSEUR

Number of programs in series 13

AVAILABLE INFORMATION ABOUT THE SERIES AND THE INDIVIDUAL PROGRAM IS ENCLOSED.

STATION_____can have series _____beginning with the week of _____.

Please FILL OUT THE ENCLOSED FORM AND RETURN IT TO US PROMPTLY. THE FINAL SCHEDULE IS MADE UP FROM THESE FORMS SO PLEASE SUPPLY ALL THE INFORMATION REQUESTED.

NOTE: IT IS POSSIBLE THAT YOUR STARTING DATE MAY BE MOVED FORWARD OR BACK BY ONE WEEK, DEPENDING ON FINAL ACCEPTANCE OF OTHER STATIONS. NO CHANGES WILL BE MADE WITHOUT YOUR KNOWLEDGE AND PERMISSION.

Richard L. Rider
Manager
NAEB Tape Network

RLR:bgm

****

A one-cent postal card is enclosed

We will use Series 51 - 3 - _ "Music for the Connoisseur" starting _____ _____ _____.
Day Date Time

We are not interested in this series at this time _____.

We will dub copies for future use _____.

_____Name

_____ _____Station
Date

MASTER SCHEDULE FOR ONE LEG

"MUSIC FOR THE CONNOISSEUR" Series 51 - 3 - 2

	WMCR	WKAR	WUOM	WBAA	WFIU	WBKY	WFPL	WWHI
#1 Monteverdi-Britten	5-16	5-27	6-1	6-12	6-18	6-25	dub	dub
#2 The Composer's Workshop	5-23	6-3	6-8	6-19	6-25	7-2	"	"
#3 Music for the Violin	5-30	6-10	6-15	6-26	7-2	7-9	"	"
#4 "Dies Irae"	6-6	6-17	6-22	7-3	7-9	7-16	"	"
#5 Bach and His Forerunners	6-13	6-24	6-29	7-10	7-16	7-23	"	"
#6 Italian Keyboard Music	6-20	7-1	7-6	7-17	7-23	7-30	"	"
#7 Influences among Composers	6-27	7-8	7-13	7-24	7-30	8-6	"	"
#8 "Light" Music	7-4	7-15	7-20	7-31	8-6	8-13	"	"
#9 Music and Art	7-11	7-22	7-27	8-7	8-13	8-20	"	"
#10 Innovators in Music	7-18	7-29	8-3	8-14	8-20	8-27	"	"
#11 Mozart and Modern Music	7-25	8-5	8-10	8-21	8-27	9-3	"	"
#12 The Logic of Music	8-1	8-12	8-17	8-28	9-3	9-10	"	"
#13 Amateurism in Music	8-8	8-19	8-24	9-4	9-10	9-17	"	"

C U E S H E E T

"MUSIC FOR THE CONNOISSEUR"

Series 51 - 3 -

Program #1--Monteverdi-Britten

First Reel: NAEB-

Opening Cue-"The following tape recorded program is an exchange feature of the NAEB"

Closing Cue-"Then a little later on in the movement notice the expressive treatment that Britten gives to the single word "dying", repeated several times."

Second Reel: NAEB-

Opening Cue-Music.....

Closing Cue-"The preceding program was tape recorded. This is the NAEB Tape Network."

TIME.....

First Reel---29:40
Second Reel--29:30

59:10

Preliminary Survey of Programs

September 1951 Offerings NAEB Tape Network

July 12, 1951

It is proposed that the NAEB tape network begin an extended operation by offering a minimum of five hours of programming weekly starting the week of September 16, 1951.

Since it is apparent that it is going to take some little time to obtain the mass duplicating equipment, it will be necessary to use the bicycle method with the stations organized into legs for the first few months. A tentative plan has the present sixty-six stations organized into eight geographic legs. It is anticipated that a rigid master schedule will be arranged for this block of five weekly hours. This schedule will stay in effect even though stations take only part of the programs offered. In this way the problem of initial scheduling will be greatly simplified, and it will be possible for the stations to know well in advance when they will receive the various programs. This is a poor substitute for what we will be able to do when we can schedule all programs for the same week on all stations, but that must await the duplicator.

It is not intended that this be all of the programming offered. Extra programs will be offered individually, perhaps to start on the opposite end of the legs as that of the block of five hours.

It is also believed that as time goes on we will be able to establish a minimum number of weekly programming hours. This basic package we can balance as to type and content. In addition to the basic package we can continue to make available individual series as they become available.

Tentative Schedule Five hour block .

Some of these programs have not been evaluated by the program committee. Some are repeats of previous series (with new programs) and are therefore considered safe to include. Thus this plan is strictly a tentative schedule from which to work.

1. Music For The Connoisseur.	1 hr.	26 weeks.
2. BBC World Theatre	1 hr.	12 weeks.
3. The People Act (20th Cent. Fund)	½ hr.	13 weeks.
4. Stories N Stuff	½ hr.	26 weeks.
5. U of I Festival Concerst	1 hr.	13 weeks.
6. Campus Visitor	¼ hr.	13 weeks.
7. Masterworks Story (WCAL)	¼ hr.	26 weeks.
8. The Seven Utopias	½ hr.	?? weeks.
	5 hrs.	

Description of Programs.

1. Music For the Connoisseur. (Similar to previous series.)
2. BBC World Theatre. Drama. Titles include; Mother of Cheops, Dearest Wife, The Fire on the Snow, Queen Elizabeth, Canterbury Cathedral, Civis Britannus, It's a Shame To Take The Pay, Cinderella, The Face of Violence, A Tale of Two Cities, and Happy and Glorious.

3. The people Act. Documentary type of program produced by NBC in conjunction with the 20th Century fund. Originally aired by NBC. Concerned with the democratic solving of common problems at the grass roots level. Excellently done programs. Narrated by Ben Grauer.

4. Stories N Stuff. A children's entertainment program offering stories, songs, and horseplay. (That's the "stuff".)

5. U of I Festival Concerts. Thirteen programs of concerts and lectures and/or panels which were part of the U of Illinois' program during the recent Festival of Contemporary arts. Primarily concerned with contemporary music. Includes an all Hindemith program conducted by the composer. Maybe a talk by him also if we can find another copy. (Someone erased the Music School's copy.)

6. Campus Visitor. A series of interviews with I. Keith Tyler as the interviewer. All the interviewees are foreigners or persons recently returned from foreign lands. The theme is international understanding. A simple program, but an effective one.

7. Masterworks Story. A series of fifteen minute programs dealing with the musical masterpieces. Conducted by Paul Hanson of WCAL. Talks about the composer and details about the composition of a particular great work. Plays either the whole work or excerpts if it is long. A very neat fifteen minute classical music show.

8. The Seven Utopias. A series done in Australia and dealing with the seven major concepts of Utopia that have been of concern to philosophers for many ages. Starts with Plato, I believe. Don't know much about it. WNYC says it is worth while and it is supposed to get here from them very soon.

This breaks down as follows:

3 hour-long programs.
3 half hour programs.
2 quarter hour programs.

Music- 2¼ hours.
Drama- 1 hour.
Documentary- ½ hour
Talk- 3/4 hour
Children- ½ hour.

Additional Programs

There are several other series in various stages of negotiation and consideration. A brief description and a summary of the status of each program is given.

1. Cumberland Forest Festival Concerts. Eight one-hour concerts given at this festival under the direction of Dr. Roy Harris. These are promised to WNYC by September 1. It is still not clear when they will be available to us. Presumably before the first of October.

2. Army band concerts. Ten concerts by the US army band. They are presently three reels in length. Probably should be cut to an hour. Six are presently on hand. Remaining four coming from WNYC.

3. U and the A bomb. A series done by WOSU. Audition copy on hand. Remainder available on short notice. Needs to be heard by committee.

4. Cooper Union Forums. More of the same. First series is given in New York starting in October. There are four series a years.

5. Ford Fund Shows. We hope by October or November.

6. A Time For Planting. A WLW production that looks very interesting from the scripts. Wouldn't we need AFRA clearance on this?

7. Science and People. A series of 13 programs on science and research done by WILL. Should be auditioned by committee. Available on short notice.

8. Bach Memorial Concerts. A series of half hour piano recitals of much of Bach's keyboard music. Played by Gunnar Johannsen of U of Wisconsin. Probably would have more appeal had they had the series done on the harpsichord. A possibility for those wanting the real long hair.

9. Wisconsin Freshman Forum. A series of hour-long talks. Good possibility. Probably would take some time for Wisconsin to get it ready.

NOTE: Most of this has just sort of drifted in. There has not been a concerted campaign to round up program materials. As soon as the committee can get the machinery organized a vigorous campaign should be undertaken. When we have a backlog large enough to allow long range planning and notification, I will be happy.

MORE NOTE::: In addition the school committee is busy getting three programs lined up for school use. Once that service has started there will be a number of strictly school programs in the mill at all times.

On or about the first of January, I asked all members of NAEB to submit questions which NAEB, through meetings, might help solve. The attached are the answers I have received from that letter, together with the suggested areas I have made at several times. The first undoubtedly is the most complete. It is a report from WOSU. I think you will enjoy reading it and all the rest of the letters.

****

WOSU STAFF

I. NAEB NETWORK

This report presents the thinking of WOSU staffmembers on the question of improving the services which NAEB renders to university stations. It is quite likely that some of the questions, suggestions, and criticisms also apply to NAEB services to other types of educational stations.

Recording Quality of NAEB Programs

Generally speaking the recording quality of programs received from the Network have not been of satisfactory broadcast quality. This may be due to poor recording at the originating point or for other reasons. Whatever the cause our engineering staff reports that the frequency response of these tapes is often poor, probably because of improper head alignment. In some cases it would seem that poor production at pick up source was the difficulty.

We suggest that this problem be explored at the proposed meeting with attempt to arrive at certain minimum standards. We suggest also that consideration be given to the possibility of preparing a small booklet which would set forth such standards along with basic suggestions for operation and maintenance of tape recording equipment. The latter would be especially valuable where an adequate engineering staff is not available to operate and maintain the equipment. Perhaps it would even be possible for the NAEB to arrange for teams of technical specialists to visit stations to conduct on-the-job training programs of station personnel in recording techniques.

NAEB Network Programming

In general the WOSU staff has been enthusiastic about the way program offerings have developed. We approve of the present trend toward more programs originating from various universities to complement programs from non-university sources.

We suggest that most offerings from the Network be non-musical in nature and that whatever music is offered should be of a nature not generally available on records. We believe that many schools and departments of music have outstanding faculty members or student groups capable of presenting this special type of programming. This policy would limit quantity but would provide a distinctive service.

Our staff would like to see more exchange of outstanding talks or lectures available on the various campuses. By a careful selective process we believe that

it would be possible to maintain a daily program of faculty talks which would not only be authoritative but have wide listener appeal.

The Science fields are usually neglected and a cooperative effort in developing one or more series in this field would be welcome.

We wish to encourage more programs designed for youth, including in-school broadcasts complete with teachers' manuals and shows for out-of-school listening by junior and senior high school students.

It seems pertinent to mention that probably 90 to 95 per cent of the programs of NAEB University stations are now directed to adults. Through such an excellent series like "Aging Successfully" NAEB is helping its member stations to render an important adult education service to their listeners. We hope the NAEB will increase the number of such programs. We do believe that the NAEB might well call upon specialists in adult education for assistance in selecting future adult education programs. We suggest the Adult Education Association of the United States of America, the adult education department of the National Educational Association, and the office of the Specialist for General Adult and Post-High School Education, United States Office of Education.

II. NETWORK GENERAL SERVICES

Our discussion of general NAEB services includes both radio and television although only a handful of university stations now are active in television. We are hopeful that Ohio State University eventually will be concerned with both broadcast media.

Determining Audience Needs

Returning to the adult education people mentioned earlier, perhaps these specialists also might be able to assist NAEB university station personnel to become better acquainted with some of the techniques for determining the adult education interests and needs in the geographical areas served by their stations. For example, one way to learn adult education needs is to study census data in terms of identifying needs of various groups in the area covered by a radio station. "Aging Successfully" illustrates an appeal to a particular group...the older folks.

Another technique is to work with advisory groups. Perhaps adult education specialists can help NAEB members learn how best to organize and work with advisory groups in (1) identifying adult education interests and needs in their station's service area; (2) determining the objectives of the programs which they select to serve those interests and needs; (3) planning the content and format of the selected programs; and (4) evaluating the effectiveness of the programs in meeting those interests and needs. It might be mentioned that one possible weakness with advisory groups in the past has been the failure to include prospective listeners in their membership.

Relationship of Radio and TV in a University

Ohio State University has applied for a television license. Much planning has preceded its application. Much more planning will be needed before OSU can establish and put a television station into operation, assuming a television license is issued. It is to be expected that responsible OSU officials would appreciate receiving information which would help them in the establishment and operation of a TV station.

WE at WOSU assume that our primary responsibility is to extend the services of the university to adult Ohio listeners. Should this also be the chief concern of the television station or should the TV outlet be used primarily as a training laboratory for students aspiring to find work in television? Or should it be used for both purposes? Another important question is should radio and television be combined and operated under one management thus using some of the same equipment and personnel in both broadcasting media?

Until OSU officials feel they have the answers to these and other questions, they will find it difficult to make adequate decisions on the kind of building needed, amount and kind of equipment to order, and qualifications of television personnel. One means of helping these OSU officials to acquire some of the necessary information would be for the NAEB to make available to them descriptions of existing television operations such as at Iowa State College and Michigan State College.

Job Evaluation

Regardless of whether or not Ohio State University obtains a television station, it can continue to improve its radio station. One way for improvement is for the station staff to make an evaluation of the work which each member does. This self-evaluation could be more effectively accomplished if staff members had job descriptions of other university radio stations. Would it be possible for NAEB to devise a self-evaluation form which radio workers could use in describing their jobs and rating them? Secondly, could NAEB circulate these descriptions among the interested stations?

Group and Leadership Training

Commercial firms, industries, labor unions, education.....all have this one problem in common, that of group and leadership training. Staff members of an educational radio station must work together as a team. Sometimes their teamwork suffers from inadequate leadership; othertimes from lack of knowledge among staff members to work as members of a group. Could the NAEB provide regional training centers where station personnel, ranging from station manager to the student working part time as announcer, could go to learn more about how to play their roles as group members and group leaders? Workers in the fields of speech and adult education should be able to assist in organizing such regional training centers.

We suggest the following names of discussants for any future meetings planned to consider the above problems:

1. R. C. Higgy--Director WOSU
   Area: Recording quality and other engineering aspects of the Network

2. W. H. Ewing--Program Supervisor, WOSU
   Area: Talks and other NAEB programs

3. James Cain--Program Assistant, WOSU, in charge of music planning and founder of Prestige Concerts
   Area: Music

4. Margaret Tyler--Director, Ohio School of the Air
   Area: In school and other youth broadcasts

5. Alfred Garrett--Professor of Chemistry
   Area: Science

6. Andrew Hendriekson--Professor, Bureau of Special and Adult Education
   Area: Adult Education Needs

7. Newton Rochte--Assistant Program Supervisor, WOSU, and instructor in Bureau of Special and Adult Education
   Area: Radio programming for adult education needs

8. Max Goodson--Assistant Dean and Coordinator of Research and Service, College of Education: staff member at National Training Laboratory, Bethel, Maine
   Area: Group and leadership training

***

WSHS-FM
Worthington A. Gregory

1. What will be the effects of the development of educational TV on the long range program of the NAEB? To what extent will such development influence our thinking and future planning for radio programs? Is it conceivable that we should begin to consider what part television production might play in our future activities?

2. We are greatly interested in the expansion of the type of program designed for instructional use in the classroom at the elementary and secondary level. Realizing that many of these just, of necessity, be produced for local requirements; still, through cooperative efforts, we might greatly improve the quality of many of these instructional programs. If such cooperative production could be achieved, it would enable each station to concentrate its efforts on fewer and better subject programs and solve one of our greatest problems.

***

KUSD
Keith J. Nighbert

1. Will the NAEB seek to develop and distribute children's radio programs on the pre-school, elementary and secondary level for out-of-school and in-school listening?

2. Will the NAEB consider network lines for program distribution instead of tape?

3. Will the NAEB find it possible to direct radio research funds to member stations for graduate assistants, etc?

4. Will the NAEB develop and furnish promotion materials for programs offered on tape network?

5. When will the NAEB begin distribution of tapes to individual stations rather than through the leg system?

***

KANW
Mrs. Rose Jeanne Carlisle

Our main problems are: securing another half-time engineer (I am studying to try to obtain my first class operator's license in order that we can be on the air more) and securing more and better listening facilities. The latter problem is one of money, and we hope to gradually make an improvement. Our last and greatest problem is how to best serve the schools with the programs available, and how to encourage teachers and students to take advantage of the opportunities we offer.

***

WFPL
H. E. Salley

1. NAEB should actively promote the distribution of available educational and cultural broadcast materials from whatever sources such materials may have been produced. It is our opinion that much, if not most, of the best of such materials are in the hands of other than NAEB members--and this without ill feeling toward any fellow NAEBers.

2. The matter of school distribution is the other most important matter. No need to examine policy or philosophy on this. The official policy is to do it. The feeling here is that it just hasn't been done.

3. The only other important matter that has concerned us has been technical quality. I think it is a little improved, but there is room for considerable improvement at least in music.

***

WNAS-FM
Vernon McKown

1. I feel that radio program producers and teacher users need to agree on what is good in a radio broadcast, and then all strive for more quality and less quantity. In other words develop a standard nation-wide radio evaluation sheet to be filled in by users as a guide to producers if they wish to meet the needs of in-school listeners.

2. We are also in need of a catalog of single radio broadcasts, properly evaluated, with subject matter and grade level classification. These programs to be made available through duplication to schools for classroom use from tape playback.

***

WDTR
Kathleen N. Lardie

1. Copyright Restrictions
   Are there definite rules relating to the broadcasting of certain albums,
   Example: "Historical America in Song" with Burl Ives, issued by the Encyclopedia Britannica Films. We have no note which restricts its use on the air, but are not certain what the rules and regulations are.

2. 15-minute School Programs
   We welcome programs from the NAEB, but prefer broadcasts 15 minutes in length and of a more simple nature. When will these be forthcoming?

3. Interchange of Ideas
   Conferences are spaced too far apart, and it is impossible for some staff members to attend even these. What is the possibility of rotation of personnel at various educational stations? Is there some scheme by which an interchange of persons might be carried out?
   Example: New York and Detroit exchange a staff member with each other for a week. Each carries on regular duties that might be assigned staff members. An understanding of station operation would be gained. Notes made by both observers might be compiled and sent to NAEB Headquarters.

4. United Nations and UNESCO Promotion
   Could steps be taken to promote UN and UNESCO scripts? There have been some fine ones done throughout the country, but not enough circulation of same.

5. Ideas for Television Programs
Much emphasis has been placed upon the obtaining of licenses and allocations. When can we start planning outstanding programs?

***

WCAL
Milford Jensen

1. Could NAEB provide some type of program evaluation service? As we see it, stations tend to become ingrown. Upper management remains somewhat static (I have been at WCAL for 25 years). Maybe the local station's approach to a programming problem is right; maybe it isn't. As for example, every station has certain local conditions which it must satisfy. Each station has an institution behind it which has certain aims and objectives. Does the station aid in reaching these aims and objectives? Does the station meet its obligations in the community? Could there be some type of agency which would evaluate the aims and objectives of the station and score the station on its efforts to meet these aims?

2. Many stations have program schedules which have developed over a period of many years and now are somewhat set by tradition. WCAL is a good example. Is the WCAL programming effective programming? Are we programming in a manner which will hold and attract listeners? Are we offering sufficient variety? Where can we turn for an answer to the question? NAEB should be able to provide it.

3. WCAL is seriously considering television. Maybe we have enough money to support television; maybe we don't. Who knows how much money is needed to carry on television station operation in a minimum manner? What outside source of program material would be available to the station? NAEB should be able to provide these answers. What are the possibilities, the hazards to be watched, the possible complications and advantages in associating with a commercial TV station and supplying programs on a regular basis, either from campus studios or from the studios of the station?

4. What are the advantages and disadvantages of regional meetings of the membership of NAEB? How can regional meetings be instituted? How frequent should regional meetings be held? Are the regions of the NAEB geographically conducive to regional meetings? Someone ought to study this.

***

WVSH
M. McCabe Day

What opportunities might the NAEB tape network open if universities developed a real "classroom of the air" type of program, in which listeners might enroll, and possibly follow a course outline, with an examination and even materials sent in for some sort of credit recognition? This may be a brainstorm, but it seems to me that there are possibilities in this concept of adult education. For

instance, the BBC World Theatre tapes surely could be utilized for some sort of "appreciation of radio drama" course. "Masterworks Story" and "Music for the Connoisseur" offer opportunities for the development of music appreciation. Possibly one could hardly expect to teach typewriting by radio (that's meant to be somewhat facetious), but there surely are some things that could be fostered. Undoubtedly the idea has been bandied about before, but one difference now is that the NAEB tape network, through such stations as ours, offers the spread of such program material into the "hinterlands" hitherto not always within reach of educational stations, as well as the duplication of offering, which is bound to reach more prospects.

***

WABE
Alvin M. Gaines

1. Shouldn't your proposal number 9 (an Allerton type seminar for Public School People) be pushed up in order of importance to replace number 3? Two things are constantly reiterated throughout the Kellogg proposals, viz: (a) service to rural areas, (b) in-school broadcasting. I am in hearty agreement with the Kellogg emphasis. After the in-school meeting at Biloxi it was evident that such a seminar for in-school people was of primary importance. Let's not kid ourselves, are the school stations going to be NAEB step children or not?

2. A study of the exact part school stations can play in NAEB? (Their duties, responsibilities.) School stations haven't played their proper part. I don't think we have lived up to our responsibilities in the organization and in the field. Some such positioning might come out in the proposed seminar.

3. Shouldn't the program relations between University "Schools of the Air" and school stations be studied to find out where they can be of mutual assistance, etc.?

4. Your proposal 5 (evaluation of school programs) by all means.

***

Miles' suggestions

1. Irving Merrill's paper on political broadcasts impresses me as pointing to a fertile field for policy determination. One, which if Irv interprets correctly, NAEB as an organization and its members individually had better do something about.

2. Political or propaganda efforts of radio stations. This needs some high sounding title to hide behind -- but is vital if we are to keep all of our stations going up the hill. Basically "How to get along with other people -- in the radio-academic life?" Certainly some good practical political theory could be used here.

3. Value of Promotion. We need some practical suggestions here -- a further translating of Sandages' report -- documented with some applied lessons on printed material -- and radio salesmanship.

4. Value of research. Again practical -- applied lessons on research procedure -- and stories of how to sell an administration on getting it done.

5. What is interpretation? Here we might take a leaf from the UN book on objectivity. What measures objectivity? Who can be objective?

6. What is good management? The effective use of the tools of broadcasting. The proper use and evaluation of personnel.

7. Radio semantics. How to be concise -- to say what you mean -- to assure understandability.

8. Investigate the area of cooperation between individual stations and groups of stations. Possibly in exchanging personnel -- in exchange programs aimed at each other's audience -- in producing series of programs for general use by all educational stations.

9. Educational radios' part in the entire adult education effort - particularly as applied to the Public School effort in adult education.

10. Radio utilization in University Classrooms (this is possibly the key to further use of Schools of the Air -- remembering that teachers teach as they are taught).

11. What is experimental radio -- both production and programming?

12. How can educational radio stations become more closely integrated with University or School Administrations?

13. How can "in-school" programs be evaluated for maximum useage by everyone?

14. What research in Educational radio is needed and who can do it?

15. A pilot study of cooperative programming from the planning stage on. Possibly in Agriculture, Engineering or Medicine.

16. An engineering study to work out and correlate an experiment in FM linkage.

17. An Allerton type seminar for Public School Station people.

TENTATIVE LIST OF QUESTIONS SUBMITTED FOR
PLANNING GROUP APPROVAL AND EVENTUAL WORK GROUP DISCUSSION
(Not in order of importance of consideration.)

1. How can school stations best serve adult education?

2. How can college stations best serve the schools?

3. What is the position of radio in the audio-visual picture?

4. Are education for radio and by radio compatible?

5. What is the responsibility of a school station and college station for educational, cultural, information, and entertainment programs? How much of each?

6. How can college stations best fit the operation of the college?

7. How can school stations best fit the operation of the schools?

8. How does the subject matter govern the format of programs?

9. What makes a "Good" program?

10. Should the NAEB be reorganized internally? Do we need regions? Do School Stations have adequate representation? Should we have contributing "Friends of NAEB?"

11. Can we make a "research plan" for educational stations?

12. Where does radio belong administratively in an institution -- what portion of the institutions budget can be justified for radio?

13. What areas lend themselves best to cooperation between stations? (The planning group may decide specific areas for exploration.)

14. Can we write a dictionary of uses educational stations can make of news services, transcription and record libraries and general campus resources?

15. How can the Tape Network or Headquarters best handle exchange of in-school programs -- how can in-school programs be evaluated as films now are?

16. Can we make a "promotion plan" for educational stations?

17. What is interpretation? Who can be objective? What measures objectivity?

18. What measures can be taken to assure understandability?

FIRST DRAFT PROGRAM ACCEPTANCE COMMITTEE STANDARDS AND PROCEDURES

NAEB NETWORK

STATEMENT OF PURPOSE OF THE NETWORK. THE NAEB TAPE NETWORK WAS ESTABLISHED BY THE MEMBERS OF NAEB TO ALLOW THEM TO EXPAND THEIR OFFERINGS OF EDUCATIONAL, CULTURAL, AND PUBLIC ISSUE PROGRAMS. THE NETWORK IS DEDICATED TO ~~THE IDEA THAT WITH~~ THE WIDER DISSEMINATION OF KNOWLEDGE (from whence) WILL COME A BETTER UNDERSTANDING OF THE WORLD ~~WE LIVE IN~~ AND ITS PEOPLES.

ANY NAEB STATION, (or other organization may) ~~WISHING TO~~ SUBMIT A PROGRAM OF ITS OWN PRODUCTION, OR ONE THAT IT HAS SECURED FROM AN OUTSIDE SOURCE (to network headquarters. Included in the shipment should be) ~~SHALL SECURE, IF POSSIBLE,~~ FIRST, A STATEMENT ON OVERALL PURPOSE OF THE PROGRAM, SECOND, SCRIPTS OF THE ENTIRE SERIES, (if available) AND THIRD, AUDITION DISCS OR TAPES OF TWO OR MORE REPRESENTATIVE PROGRAMS. ALL NALB MAMBERS SHOULD BE RESPONSIBLE FOR SECURING THE BEST POSSIBLE PROGRAM FOR THE NETWORK.

PROGRAMS WILL BE JUDGED ON THE FOLLOWING CRITERIA:

1. OVERALL PROGRAM APPEAL. DOES THE PROGRAM HOLD TOGETHER WELL? DOES IT HOLD INTEREST? DOES IT FILL A NEED? IS IT OF A TIMELY NATURE? DOES IT HAVE TRUE WORTH? IS IT THE TYPE OF PROGRAM an ~~FROM A PUBLIC RELATIONS POINT OF VIEW, THE~~ EDUCATIONAL STATIONS SHOULD BROADCAST? 25 POINTS.

2. CASTING OR ACTING. DOES IT UTILIZE PROFESSIONAL QUALITY TALENT WITH NO DIALECTS OR STEREOTYPES? 20 POINTS.

3. PRODUCTION OR DIRECTION. IS IT SMOOTH WITH GOOD SOUND, MUSIC THAT FITS THE MOOD? DOES IT HAVE THE PROPER PACE? 20 POINTS.

4. SCRIPT OR WRITING. DOES IT PRESENT SOME ~~NEW~~ good IDEAS? ARE

THE CHARACTERIZATIONS GOOD? IS IT AUTHENTIC? HAS IT BEEN PROPERLY CHECKED? 20 POINTS.

5. RELATION TO GENERAL NETWORK SCHEDULE. ARE WE OFFERING ANY OTHER PROGRAMS OF THIS TYPE OR ON THIS SUBJECT? SHOULD IT BE A NETWORK OFFERING? IS THERE A REAL NEED TO FILL OUT A WELL-ROUNDED SCHEDULE? 15 POINTS.

ANY PROGRAM TO BE ACCEPTED MUST RECEIVE at least 10 points in each category and a total of 80 OR MORE POINTS, ~~BY THE JUDGES OF THE ACCEPTANCE COMMITTEE~~. (ALTHOUGH THE ABOVE ~~OBVIOUSLY~~ REFERS TO DRAMATIC PRODUCTIONS, COMPARABLE CRITERIA, PARTICULARLY FOR POINTS 2, 3, AND 4, ~~COULD~~ applies TO DISCUSSIONS, TALKS, MUSICALS, ETC.)

NETWORK CENTRAL OFFICE SCREENING. THE NETWORK MANAGER AND HIS ASSISTANTS WILL AUDITION EACH PROGRAM UPON ARRIVAL AND DETERMINE WHETHER THE PROGRAM MEETS THE MINIMUM REQUIREMENTS SET FORTH ABOVE. IF A PROGRAM DOES MEET THE MINIMUM REQUIREMENTS, THE NETWORK MANAGER ~~SHALL~~ MAY SUBMIT IT TO THREE MEMBERS OF THE PROGRAM ACCEPTANCE COMMITTEE, WHO SHALL JUDGE IT USING THE SAME CRITERIA MENTIONED ABOVE.

NETWORK PROGRAM BALANCE. THE NETWORK SHALL REFRAIN FROM OFFERING PROGRAMS OF SIMILAR TYPE, SUBJECT, OR ORIGIN INSOFAR AS POSSIBLE. THE NETWORK MANAGER SHALL ATTEMPT TO, AND ALL MEMBERS SHALL HELP HIM, SECURE PROGRAMS WHICH WILL OFFER THE WIDEST POSSIBLE VARIETY OF TYPE AND SUBJECT MATTER.

ETHICS, MORALS, AND UNDERSTANDIBILITY. THE NETWORK SHALL NOT OFFER FOR GENERAL DISTRIBUTION PROGRAMS WHICH ARE OBVIOUSLY BEYOND THE PALE OF HUMAN DECENCY. ~~SWEARING FOR SWEARING'S SAKE SHOULD BE TOLERATED ONLY UNDER MOST UNUSUAL CIRCUMSTANCES.~~ All programs shall be in good taste.

SOCIOLOGICAL, MARITAL, ECONOMIC, AND OTHER SIMILAR PROBLEMS SHOULD BE PRESENTED WITH THE GREATEST POSSIBLE DEGREE OF FAIRNESS, AN HONEST ATTEMPT BEING MADE TO SHOW AS MANY SIDES AS POSSIBLE OF THE ISSUE. SOME PROGRAMS MAY BE OFFERED UTILIZING LANGUAGE WHICH WILL BE UNDERSTOOD ONLY BY THE HIGHLY EDUCATED. MOST PROGRAMS SHOULD HAVE A FAIRLY GENERAL APPEAL, REALIZING THAT THE DESIRE FOR KNOWLEDGE IS NOT THE PREROGATIVE OF THE EDUCATED.

NO PROGRAM SHALL MAKE ANY APPEAL FOR FUNDS, NOR SHALL ATTEMPT TO PROMOTE ANY ORGANIZATION OR GROUP FOR THE ORGANIZATION'S SAKE.

PROPOSED

FINAL DRAFT PROGRAM ACCEPTANCE COMMITTEE STANDARDS AND PROCEDURES NAEB NETWORK

STATEMENT OF PURPOSE OF THE NETWORK. THE NAEB TAPE NETWORK WAS ESTABLISHED BY THE MEMBERS OF NAEB TO ALLOW THEM TO EXPAND THEIR OFFERINGS OF EDUCATIONAL, CULTURAL, AND PUBLIC ISSUE PROGRAMS. THE NETWORK IS DEDICATED TO THE WIDER DISSEMINATION OF KNOWLEDGE FROM WHICH WILL COME A BETTER UNDERSTANDING OF THE WORLD AND ITS PEOPLES.

ANY NAEB STATION, OR OTHER ORGANIZATION, MAY SUBMIT A PROGRAM OF ITS OWN PRODUCTION, OR ONE THAT IT HAS SECURED FROM AN OUTSIDE SOURCE, TO NETWORK HEADQUARTERS. INCLUDED IN THE SHIPMENT SHOULD BE, FIRST, A STATEMENT ON OVERALL PURPOSE OF THE PROGRAM, SECOND, SCRIPTS OF THE ENTIRE SERIES (IF AVAILABLE), AND THIRD, AUDITION DISCS OR TAPES OF TWO OR MORE REPRESENTATIVE PROGRAMS. ALL NAEB MEMBERS SHOULD BE RESPONSIBLE FOR SECURING THE BEST POSSIBLE PROGRAM FOR THE NETWORK.

PROGRAMS WILL BE JUDGED ON THE FOLLOWING CRITERIA:

1. OVERALL PROGRAM APPEAL. DOES THE PROGRAM HOLD TOGETHER WELL? DOES IT HOLD INTEREST? DOES IT FILL A NEED? IS IT OF A TIMELY NATURE? DOES IT HAVE TRUE WORTH? IS IT THE TYPE OF PROGRAM AN EDUCATIONAL STATION SHOULD BROADCAST? 25 POINTS.

2. CASTING OR ACTING. DOES IT UTILIZE PROFESSIONAL QUALITY TALENT WITH NO DIALECTS OR STEREOTYPES? 20 POINTS.

3. PRODUCTION OR DIRECTION. IS IT SMOOTH, WITH GOOD SOUND, MUSIC THAT FITS THE MOOD? DOES IT HAVE THE PROPER PACE? 20 POINTS.

4. SCRIPT OR WRITING. DOES IT PRESENT SOME GOOD IDEAS? ARE THE CHARACTERIZATIONS GOOD? IS IT AUTHENTIC? HAS IT BEEN PROPERLY CHECKED? 20 POINTS

5. RELATION TO GENERAL NETWORK SCHEDULE. ARE WE OFFERING ANY OTHER PROGRAMS OF THIS TYPE OR ON THIS SUBJECT? SHOULD IT BE A NETWORK OFFERING?

Is there a real need to fill out a well-rounded schedule? 15 points.

Any program to be accepted must receive at least 10 points in each category and a total of 80 or more points. (Although the above refers to dramatic productions, comparable criteria, particularly for points 2, 3, and 4, apply to discussions, talks, musicals, etc.)

Network central office screening. The Network Manager and his assistants will audition each program upon arrival and determine whether the program meets the minimum requirements set forth above. If a program does meet the minimum requirements, the Network Manager may submit it to three members of the Program Acceptance Committee, who shall judge it using the same criteria mentioned above.

Network program balance. The Network shall refrain from offering programs of similar type, subject, or origin insofar as possible. The Network Manager shall attempt to, and all members shall help him, secure programs which will offer the widest possible variety of type and subject matter.

Ethics, morals, and understandibility. The Network shall not offer for general distribution programs which are obviously beyond the pale of human decency. All programs shall be in good taste. Sociological, marital, economic, and other similar problems should be presented with the greatest possible degree of fairness, an honest attempt being made to show as many sides as possible of the issue. Some programs may be offered utilizing language which will be understood only by the highly educated. Most programs should have a fairly general appeal, realizing that the desire for knowledge is not the prerogative of the educated.

No program shall make any appeal for funds, nor shall attempt to promote any organization or group for the organization's sake.

Series I - "We Human Beings"

Produced by - Lowell Institute

Programs in Series - 7
You are Born
You Reach Out
You: Between Two Worlds
Wanted: A Job
As Others See Them
The Man Who Drank Too Much
Who Am I?

Stations Carrying - 19

WWYC	KUSC	WFIU
WUOM	KVSC	WSUI
WHA	WNAD	KUOM
WOI	KUSD	
WUOA	WOSU	
WBAA	KCVN	
WLSU	WKAR	
WILL	WAMR	

Series Started - February 26, 1950
Series Ends - November 21, 1950.

Series II - "A LONG LIFE"

Produced by - Lowell Institute

Programs in Series - 10
- Cancer
- Arthritis
- Accidents
- Alcoholism I
- Alcoholism II
- Tuberculosis
- Epilepsy
- High Blood Pressure
- Psychiatric Illness I
- Psychiatric Illness II

Stations Carrying - 17

WNAL	KUSC	WFIU
WHA	KWSC	WSUI
WOI	WNAD	KUOM
WUOA	WOSU	
WBAA	KOVN	
WLSU	KUSD	
WILL	WAER	

Series Started - April 23, 1950
Series Ends - January 30, 1951.

Series IV - Sea Quicentennial Concerts of the United States Army Band

Produced by - WNYC

Programs in Series - 7
- New Hampshire
- Maryland
- Virginia
- North Carolina
- New York
- Rhode Island
- Vermont

Stations Carrying - 11
- WHA
- WUOM
- WUOA
- WBAA
- WILL
- KUSC
- KWSC
- WOSU
- KCVN
- WKAR
- WIIU

Series Started - May 24, 1950.
Series Ends: - October 20, 1950.

Series V -"Music for the Connoisseur"

Produced by - WNYC

Programs in Series - 13 (no titles)

Stations Carrying - 15

WUOM	KUSC	WFIU
WHA	KWSC	WARE
WUOA	WOSU	KCVN
WBAA	WLSU	KUOM
WILL	WSUI	WKAR

Series Started - June 12, 1950
Series Ends - January 21, 1951

Series VI - "Canadian Concerts"

Produced by - CBC

Programs in Series - 11 (no titles)

Stations Carrying - 11

WBUR	WTIC
WOSU	WEAR
WFIU	WMCR
WBAA	WHA
WWHI	WILL
WUOM	

Series Started: September 8, 1950
Series Ends : February 1, 1951.

Series VII - "BBC World Theatre"

Produced by - BBC

Programs in Series - 13
- March of the 45
- The China Run
- The Dark Tower
- Schubert Discoveries
- Hilary Maltby & Stephen Braxton
- An Inspector Calls
- Crime Passionel
- Prince Genji
- The Rescuers
- A Phoenix Not Too Frequent
- Rumpelstiltskin
- Tomb of Tutenkhamen
- The Voyage of Magellan

Stations Carrying - 12 (Leg A) 9 - (Leg B)

WOI	WCVH	
WCAL	KUSC	WFIU
KUOM	KWGS	WILL
KFJM	WLSU	WHA
KWSC	WUOA	WNCR
KOAC	WHAD	WEAR
		WUOM
		WSUI
		WBAA
		WOSU

Series Started-Leg A- July 6, 1950
Series Ends - Leg A - ~~February~~ March 3, 1951

Series Started -Leg B- October 9, 1950
Series Ends -Leg B- March 17, 1951.

Series VIII - "The Human Adventure"
Produced by - The University of Chicago

Programs in Series - 8
- Machiavelli
- Lucian of Samosata
- Shame of the Cities
- Samuel Johnson
- Henry David Thoreau
- Herman Melville
- Tourists to America
- Sir Gawain and the Green Knight

Stations Carrying - 13

WFPL	KWGS
KWSC	WLSU
KOAC	WUOA
KCVN	WABE
KUSC	WAER
KANW	WHAD
	WDTR

Series Started: October 30, 1950.
Series Ends : March 25, 1951.

Series VIIIa - "The Human Adventure"

Produced by - The University of Chicago

Programs in Series - 8
- Samuel Pepys
- Christopher Marlowe
- Two Canterbury Tales
- Tall Tale America
- The Populist Party
- The Mystery of the Heavens
- The Great Plains
- My Friend Semmelweis

Stations Carrying - 11

WBGO	WUOM
WBUR	WWNI
WUSV	WMCR
WTDS	WDKY
WÖSU	
WFIU	
WBAA	

Series Started: October 6, 1950
Series Ends : March 23, 1951.

Series IX - "Readers Almanac"

Produced by: WNYC

Programs in Series - 13 (No titles)

Stations Carrying - 8
WHA
WILL
WCAL
KFJM
KWSC
KOAC
KCVN
KUOC

Series Started : November 4, 1950.
Series Ends : April 20, 1951.

Series : "Chicago Roundtable"

Dated Series "A"

Stations Carrying: 21

WILL	WNYC
WUOM	WLSU
WBAA	WABE
WOSU	KUOA
WSUI	WBUR
WHA	WAER
KFJM	WCAL
KUSD	WFIU
KOAC	WHCR
KUSC	WNAD
	WOI

Series Started - August 21
Series End - Sept. 7, 1951.

Series: Herald Tribune Forum

Dated Series "B"

Stations Carrying - 10
WBAA
WHA
KUOM
WUOM
WSUI
KUSW
KWSC
WILL
KWGS
WLSU

Series Started - October 30
Series Ends - December 31.

Series: "Fourth Annual Conference of Businessmen and Educators"

Dated Series "C"

Stations Carrying: 7

WNAD
WOI
KOAC
WABE
WLSU
WHA
WILL

Series 51 - 1 - 1

Los Angeles County Museum Chamber Music Concerts - 13 programs

- WBUR	2-26 or 3-5	
- WRUL	2-26 or 3-5	
- WFUV	3-5	3-12
- WBGO	3-12	3-19
- WUSV	3-19	3-26
- WAER	3-26	4-2
- WDTR	4-2	4-9
- WTIS	4-9	4-16
- WBOE	4-16	4-23
- WOSU	4-23	4-30

Series 51 - 1 - 2

Los Angeles County Museum Chamber Music Concerts - 13 programs

WBKY	5-7
WFPL	5-14
WNAS	5-21
WFIU	5-28
WBAA	6-4
WWHI	6-11
WUOM	6-18
WKAR	6-25
WMCR	7-2

Series 51-1-3

Los Angeles County Museum Chamber Music Concerts - 13 programs

WILL 2-26

WHA 3-5

WSUI 3-12

WOI 3-19

KWLC 3-26

WCAL 4-2

KUOM 4-9

KUSD 4-16

KFJM 4-23

Series 51 - 1 - 4

Los Angeles County Museum Chamber Music Concerts - 13 programs

WABE	5-7
WUOA	5-14
WLSU	5-21
KWGS	5-28
WNAD	6-4
KANW	6-11
KCVN	6-18
KOAC	6-25
KPBS	7-2
KWSC	7-9

Series 51 - 2 - 1

Young Book Reviewers - 13 programs

WOSU 2-26
WBOE 3-5
WTLS 3-12
WDTR 3-19
WAER 3-26
WUSV 4-2
WBGU 4-9
WFUV 4-16
WRUL 4-23
WHUH 4-30

Series 51 - 2 - 2

Young Book Reviewers - 13 programs

WBKY 2-26

WFPL 3-5

WKAS 3-12

WFIU 3-19

WBAA 3-26

WNHI 4-2

WUOM 4-9

WKAR 4-16

WRCR 4-23

Series 51 - 2 - 3

Young Book Reviewers - 13 programs

- KFJM 2-26
- KUSD 3-5
- KUOM 3-12
- KCAL 3-19
- KWLC 3-26
- WOI 4-2
- WSUI 4-9
- WHA 4-16
- WILL 4-23

Series 51 - 2-4

Young Book Reviewers - 13 Programs

WABE 2-26

WUOA 3-5

WLSU 3-12

KWGS 3-19

WNAD 3-26

KANW 4-2

KUSC 4-9

KCUN 4-16

KOAC 4-23

KBPS 4-30

KWSC 5-7

Series 51 - 3 - 1

Cooper Union-America In Crisis - 10 programs

WBUR	3-12
WRUL	3-19
WFUV	3-26
WBGO	4-2
WUSV	4-9
WAER	4-16
WDTR	4-23
WTDS	4-30
WBOE	5-7
WOSU	5-14

Series 51 - 3 - 2

Cooper Union-America In Crisis 10 programs

WMCR 3-12

WKAR 3-19

WUOM 3-26

WWHI 4-2

WBAA 4-9

WFIU 4-16

WNAS 4-23

WFYL 4-30

WBKY& 5-7

Series 51 - 3 - 3

Cooper Union-America In Crisis 10 programs

WILL	3-12
WHA	3-19
WSUI	3-26
WOI	4-2
KWLC	4-9
WCAL	4-16
KUOM	4-23
KUSD	4-30
KFJM	5-7

Series 51 - 3 - 4

Cooper Union- America In Crisis 10 programs

KWSC	3-12
KBPS	3-19
KOAC	3-26
KCVN	4-2
KUSC	4-9
KANW	4-16
WHAD	4-23
KWGS	4-30
WLSV	5-7
WUOA	5-14
WABE	5-21

Series 51 - 4 -- 1

Cooper Union - Women 12 programs

WSUR	5-21
WRCL	5-28
WFUV	6-4
WBGO	6-11
WUSV	6-18
WAER	6-25
WDTR	7-2
WTIS	7-9
WBOE	7-16
WOSU	7-23

Series 51 - 4 - 2

Cooper Union- Women 12 programs

WMCR 5-21

WKAR 5-28

WUOM 6-4

WWHI 6-11

WBAA 6-18

WFIU 6-25

WHAS 7-2

WFPL 7-9

WBKY 7-16

Series 51 - 4 - 3

Cooper Union- Women 12 programs

WILL 5-21

WHA 5-28

WSUI 6-4

WOI 6-11

KWLC 6-18

WCAL 6-25

KUOM 7-2

KUSD 7-9

KFJM 7-16

Series 51 - 4 - 4

Cooper Union- Women 12 programs

KWSC 5-21

KBPS 5-28

KOAC 6-4

KCUN 6-11

KUSC 6-18

KANW 6-25

KNAU 7-2

KWSC 7-9

WLSU 7-16

WUOA 7-23

WABE 7-30

Preliminary Survey of Programs

September 1951 Offerings NAEB Tape Network

July 12, 1951

It is proposed that the NAEB tape network begin an extended operation by offering a minimum of five hours of programming weekly starting the week of September 16, 1951.

Since it is apparent that it is going to take some little time to obtain the mass duplicating equipment, it will be necessary to use the bicycle method with the stations organized into legs for the first few months. A tentative plan has the present sixty-six stations organized into eight geographic legs. It is anticipated that a rigid master schedule will be arranged for this block of five weekly hours. This schedule will stay in effect even though stations take only part of the programs offered. In this way the problem of initial scheduling will be greatly simplified, and it will be possible for the stations to know well in advance when they will receive the various programs. This is a poor substitute for what we will be able to do when we can schedule all programs for the same week on all stations, but that must await the duplicator.

It is not intended that this be all of the programming offered. Extra programs will be offered individually, perhaps to start on the opposite end of the legs as that of the block of five hours.

It is also believed that as time goes on we will be able to establish a minimum number of weekly programming hours. This basic package we can balance as to type and content. In addition to the basic package we can continue to make available individual series as they become available.

Tentative Schedule Five hour block .

Some of these programs have not been evaluated by the program committee. Some are repeats of previous series (with new programs) and are therefore considered safe to include. Thus this plan is strictly a tentative schedule from which to work.

1. Music For The Connoisseur.	1 hr.	26 weeks.
2. BBC World Theatre	1 hr.	12 weeks.
3. The People Act (20th Cent. Fund)	½ hr.	13 weeks.
4. Stories N Stuff	½ hr.	26 weeks.
5. U of I Festival Concerst	1 hr.	13 weeks.
6. Campus Visitor	½ hr.	13 weeks.
7. Masterworks Story (WCAL)	½ hr.	26 weeks.
8. The Seven Utopias	½ hr.	?? weeks.
	5 hrs.	

Description of Programs.

1. Music For the Connoisseur. (Similar to previous series.)
2. BBC World Theatre. Drama. Titles include; Mother of Cheops, Dearest Wife, The Fire on the Snow, Queen Elizabeth, Canterbury Cathedral, Civis Britannus, It's a Shame To Take The Pay, Cinderella, The Face of Violence, A Tale of Two Cities, and Happy and Glorious.

3. The people Act. Documentary type of program produced by NBC in conjunction with the 20th Century fund. Originally aired by NBC. Concerned with the democratic solving of common problems at the grass roots level. Excellently done programs. Narrated by Ben Grauer.

4. Stories N Stuff. A children's entertainment program offering stories, songs, and horseplay. (That's the "stuff".)

5. U of I Festival Concerts. Thirteen programs of concerts and lectures and/or panels which were part of the U of Illinois' program during the recent Festival of Contemporary arts. Primarily concerned with contemporary music. Includes an all Hindemith program conducted by the composer. Maybe a talk by him also if we can find another copy. (Someone erased the Music School's copy.)

6. Campus Visitor. A series of interviews with I. Keith Tyler as the interviewer. All the interviewees are foreigners or persons recently returned from foreign lands. The theme is international understanding. A simple program, but an effective one.

7. Masterworks Story. A series of fifteen minute programs dealing with the musical masterpieces. Conducted by Paul Hanson of WCAL. Talks about the composer and details about the composition of a particular great work. Plays either the whole work or excerpts if it is long. A very neat fifteen minute classical music show.

8. The Seven Utopias. A series done in Australia and dealing with the seven major concepts of Utopia that have been of concern to philosophers for many ages. Starts with Plato, I believe. Don't know much about it. WNYC says it is worth while and it is supposed to get here from them very soon.

This breaks down as follows:

3 hour-long programs.
3 half hour programs.
2 quarter hour programs.

Music- 2½ hours.
Drama- 1 hour.
Documentary- ½ hour
Talk- 3/4 hour
Children- ½ hour.

Additional Programs

There are several other series in various stages of negotiation and consideration. A brief description and a summary of the status of each program is given.

1. Cumberland Forest Festival Concerts. Eight one-hour concerts given at this festival under the direction of Dr. Roy Harris. These are promised to WNYC by September 1. It is still not clear when they will be available to us. Presumably before the first of October.

2. Army band concerts. Ten concerts by the US army band. They are presently three reels in length. Probably should be cut to an hour. Six are presently on hand. Remaining four coming from WNYC.

3. U and the A bomb. A series done by WOSU. Audition copy on hand. Remainder available on short notice. Needs to be heard by committee.

4. Cooper Union Forums. More of the same. First series is given in New York starting in October. There are four series a years.

5. Ford Fund Shows. We hope by October or November.

6. A Time For Planting. A WLW production that looks very interesting from the scripts. Wouldn't we need AFRA clearance on this?

7. Science and People. A series of 13 programs on science and research done by WILL. Should be auditioned by committee. Available on short notice.

8. Back Memorial Concerts. A series of half hour piano recitals of much of Bach's keyboard music. Played by Gunnar Johannsen of U of Wisconsin. Probably would have more appeal had they had the series done on the harpsichord. A possibility for those wanting the real long hair.

9. Wisconsin Freshman Forum. A series of hour-long talks. Good possibility. Probably would take some time for Wisconsin to get it ready.

NOTE: Most of this has just sort of drifted in. There has not been a concerted campaign to round up program materials. As soon as the committee can get the machinery organized a vigorous campaign should be undertaken. When we have a backlog large enough to allow long range planning and notification, I will be happy.

MORE NOTE::: In addition the school committee is busy getting three programs lined up for school use. Once that service has started there will be a number of strictly school programs in the mill at all times.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB TAPE NETWORK
University of Illinois
119 Gregory Hall
Urbana, Illinois

Richard L. Rider, Manager

Information About The NAEB Tape Network

The National Association of Educational Broadcasters is an organization composed of non-commercial broadcasters and stations. Its major purpose is to improve and expand the field of educational broadcasting. As part of its effort the NAEB began a tape network service in 1950. The network supplies significant program series to member stations by means of tape recordings. The network covers most of the United States with the major exception of the Rocky Mountain states.

Briefly stated the network operates as follows. The only requirement for participation is membership in the NAEB, which in turn requires that a station be owned and operated by a non-commercial organization. Programs are selected by a committee appointed by the NAEB. Once a program has been selected a preliminary offering is made to participating stations. They are free to accept or reject programs on whatever basis they choose. Following the preliminary offering a final schedule is arranged. Tape recorded copies of the program are made and sent to the first station in each leg of the network. In succeeding weeks the programs bicycle around the regional network legs.

The only cost to the participating stations is the postage to ship the tapes to the next station, and some correspondence with the network headquarters. All programs are sent out on tape at the standardized speed of $7\frac{1}{2}$ inches per second.

In addition to the regular program series the network is currently offering three dated series. These are programs which require near immediate broadcasting. Because of our currently limited facilities this type of program is not widely offered.

The NAEB is working on plans and means to greatly expand the scope and facilities of this network service. Within the framework of these plans the number of stations, the number and variety of programs, and the details of operation will be greatly implemented. The possibility that this service can develop into a major and significant auxiliary to commercial broadcasting is indeed challenging. It is the earnest hope of the NAEB that this possibility can be fully realized in the not too distant future.

A list of the programs offered during 1950 and a list of currently participating stations is included.

If further information is desired, please write directly to this headquarters.

Programs Offered During 1950

Series I — "WE HUMAN BEINGS"

A series of programs done by the Lowell Institute of Boston dealing with psychological and sociological problems.

Program Titles

You are Born
You Reach Out
You: Between Two Worlds
Wanted: A Job
As Others See Them
The Man Who Drank Too Much
Who Am I?

Series II — "A LONG LIFE"

Another Lowell Institute series produced by Parker Wheatley dealing with various sicknesses.

Program Titles

Cancer
Arthritis
Accidents
Alcoholism I
Alcoholism II
Tuberculosis
Epilepsy
High Blood Pressure
Psychiatric Illness I
Psychiatric Illness II

Series III

Cooper Union Forum, "GREAT THEMES IN THE GREAT HALL"

A series of hour long forums held at the Cooper Union in New York. They consist principally of an address by a well known authority in whatever field is being discussed.

Program Titles

United Nations and Peace
Mankind in Atomic Age
Future of Aeronautics
Real Issues of our Time
Race Problem in the U.S.
Wars and Revolutions
European Problems and their Impact on Germany

Series IV

SESQUICENTENNIAL CONCERTS OF THE UNITED STATES ARMY BAND

Program Titles

New Hampshire
Maryland
Virginia
North Carolina
New York
Rhode Island
Vermont

Series V

MUSIC FOR THE CONNOISSEUR

A series of unusual musical programs featuring David Randolph, director of the Randolph Singers and professor of music appreciation at New York University. Mr. Randolph engages in interesting comment about the music--the composer, the performers, and the instruments involved. There are thirteen programs in this series.

Series VI

CANADIAN CONCERTS

A series of concert music programs produced and broadcast by CBC. There are eleven programs in this series.

Series VII

BBC WORLD THEATRE

A series of superb dramatic programs produced by the BBC. Programs run from one hour to two hours in length.

Program Titles

March of the 45
The China Run
The Dark Tower
The Schubert Discoveries
Hilary Maltby and Stephen Braxton
An Inspector Calls
Crime Passionel
Prince Genji
The Rescuers
A Phoenix not Too Frequent
Rumpelstiltskin
Tomb of Tutenkhamen
The Voyage of Magellan

Series VIII
" VIIIa — THE HUMAN ADVENTURE

This series comes in two parts--Series VIII and VIIIa. A series of programs dealing with human problems as found in history and literature.

Program Titles

Machiavelli
Lucian of Samosata
Shame of the Cities
Samuel Johnson
Henry David Thoreau
Herman Melville
Tourists to America
Sir Gawain and the Green Knight
Samuel Pepys
Christopher Marlowe
Two Canterbury Tales
Tall Tale America
The Populist Party
The Mystery of the Heavens
The Great Plains
My Friend Semmelweis

Series IX — THE READERS' ALMANAC

This series is an outstanding book review program. It is conducted by Professor Warren Bower, the Director of the Reading Center of New York University, and features best seller authors. There are thirteen programs in this series.

Series X — COOPER UNION FORUMS

A timely series of Cooper Union Forums on the subject of ideas and their communication.

Speakers

Joseph Barnes
Ernest O. Melby
Seymour N. Siegel
Charles A. Siepmann
Alistair Cooke
S. I. Hayakawa
Robert K. Merton
Andrew S. Ritchie
Paul F. Lazarsfeld
Llewellyn White

There are three dated series which are offered on a limited basis because of their timeliness. These are the Herald Tribune Forum, The University of Chicago Round Table, and the Fourth Annual Conference of Business Men and Educators.

LIST OF MEMBER STATIONS

W L S U-Baton Rouge, Louisiana	W N A D-Norman, Oklahoma
W U O A-University, Alabama	W B G O-Newark, New Jersey
W A B E-Atlanta, Georgia	W T D S-Toledo, Ohio
W F P L-Louisville, Kentucky	W F I U-Bloomington, Indiana
W B K Y-Lexington, Kentucky	W U O M-Ann Arbor, Michigan
W O S U-Columbus, Ohio	W W H I-Muncie, Indiana
W M C R-Kalamazoo, Michigan	W K A R-East Lansing, Michigan
W A E R-Syracuse, New York	W N A S-New Albany, Indiana
W N Y C-New York, New York	W D T R-Detroit, Michigan
W U S V-Scranton, Pennsylvania	K U S D-Vermillion, South Dakota
W B A A-Lafayette, Indiana	W H A -Madison, Wisconsin
W S U I-Iowa City, Iowa	W I L L-Urbana, Illinois
W O I -Ames, Iowa	W C A L-Northfield, Minnesota
K U O M-Minneapolis, Minnesota	K F J M-Grand Forks, North Dakota
W B U R-Boston, Massachusetts	K W S C-Pullman, Washington
K A N W-Albuquerque, New Mexico	K O A C-Corvallis, Oregon
K W G S-Tulsa, Oklahoma	K C V N-Stockton, California
W B O E-Cleveland, Ohio	K U S C-Los Angeles, California

NAEB TAPE NETWORK

August 21, 1951

Report to Messrs. Hudson, Schramm, and Siegel

Topic: The Fall Programming

Stations Participating in the Network

In June of 1951, the stations participating in the NAEB Tape Network numbered 42. These 42 stations were divided into four geographic legs.

Now the number of Network stations has risen to 71. (It might be 72 tomorrow if confirmation of KUOW, Seattle, comes in.) These stations have been divided into eight legs. Enclosed is a list of stations as divided into geographic legs.

Programs

The Network is offering this Fall 10 series of programs, most of which are 13 weeks long. In addition to these 10, two extras are being offered. These extras are of either one or two programs each.

Titles

51-7	Music for the Connoisseur	1 hr.	13 weeks
51-8	BBC World Theatre	1 hr. plus	13 weeks
51-9	The People Act	½ hr.	13 weeks
51-10	Stories 'n Stuff	½ hr.	13 weeks
51-11	U of Illinois Festival Concerts	1 hr.	13 weeks
51-12	International Visitor	¼ hr.	13 weeks
51-13	Masterworks Story	¼ hr.	13 weeks
51-14	America and the World	½ hr.	13 weeks
51-15	Bligh of the Bounty	½ hr.	8 weeks
51-16	Army Band Concerts--Freedom Sings	1 hr.	10 weeks
51-C	American TV Society Speakers	½ hr.	2 programs
51-D	Crossing of the Troop Ship "General Patch"	½ hr.	1 program

In addition to scheduling these series, Network headquarters furnished promotion material to the stations to aid them in publicizing the programs. Enclosed you will find copies of this material along with program lists.

Breakdown

The above series have been broken up into two packages. The new package system will be explained later. Series 51-7 to 51-14 inclusive are included in Package #1. This package will supply five hours of programming per week. The remainder of the series and the two extras are included in Package #2. This package will supply 2 hours of programming per week.

If the offered programs are broken down into types, the following figures are the result.

1. Music----------3 ¼ hrs. per week
2. Drama----------1 ½ hrs. perweek
3. Documentary----1 hr. per week
4. Talk----------1 ¼ hrs. per week
5. Children------- ½ hr. per week

Package Operation

Formerly, the series of programs offered by the Network were sent out in individual series and scheduled separately. Starting with these Fall series, the programs will be distributed in packages.

That is to say, each week's program of the above series will be contained in the same package. This package will remain complete all throughout its circuit of the leg. This is how it will work.

Program #1 of Series 51-7 through 51014 are packaed in one box. The box is mailed to Station X, the first station on the leg. Station X schedules the programs during the week of September 16-22 as agreed upon with Network headquarters. Then the whole package is shipped complete to the next station. A week is allowed in-between stations for mailing. So Station Y, the next station on the leg, schedules and plays Program #1 of the above series during the week of September 30-October 6.

And so forth down the leg. Likewise, the procedure is the same for Package #2.

Enclosed are copies of schedules for all eight legs.

The Future

The above two packages are by no means all the programs that are to be offered during the coming year. Pride and Prejudice, the Cumberland Festival Concerts are among those new programs being readied for future distribution.

Spring, 1951

Report to Messrs. Schramm, Siebert, Hudson, and Schooley. To accompany report on NAEB Tape Network operation, prepared for the executive board of NAEB.

STATEMENT

This report is submitted to accompany the report prepared for the executive board of NAEB which covers the operation of the tape network service to date. The additional information contained in this report is of concern to the University of Illinois as custodian of the Tape Network. The major report will be completed by approximately the 25th of April.

FACILITIES

It appears safe to say that the efficiency of the network service has been somewhat improved since the University of Illinois took it over. It cannot be said, however, that it is at the point where further improvements are not possible. There is much to be done. Some of the following points are obvious, but are included in order to present as complete a picture as is possible at this time.

Recording service: If the network is to gain in the efficiency of its operation it is essential that the recording service available to it be vastly implemented. This is not intended to reflect on the personnel of the recording service. Bob Johnston and his fellow-workers have been most cooperative, and their work has been excellent. The difficulty appears to be that there is insufficient equipment and time to complete our business in addition to the many assignments the recording service handles for University agencies.

Some of the pressure is the result of the backlog of recording past series for file purposes. However, it is almost certain that once these are caught up, the volume of work will be no less in view of proposed expanded operations of the network.

Additional equipment (including a mass tape duplicator) will greatly relieve this problem. It will be necessary, however, to reserve a sufficient number of hours per week to fulfill the network's obligations. This amount of time will, of course, vary greatly in proportion to the amount of programming to be offered.

Equipment.

In addition to the equipment needed in the recording service it is imperative that network headquarters have a tape machine of sufficient quality that it can be used for editing, timing, and checking quality of tapes received. This would include an adequate speaker system, editing and splicing equipment, etc. Such equipment would facilitate the operation immeasurably, at the same time taking a great burden off the shoulders of the recording service.

An adequate turntable would also be a most valuable addition since quite a number of the programs are originally on discs when they are received. We can, of course, get along without the turntable.

Space.

In the forseeable future Room 14 will undoubtedly be adequate for office space. It will be necessary to have a small additional room where our equipment can be set up, and which we can use for editing and storage of tapes. The storage of tapes can become a problem when thought of in terms of 1500-2000 tapes, and office personnel can hardly be expected to retain their sanity if someone is in the back of the room editing and timing tapes day after day.

Personnel.

The personnel indicated constitute a minimum for the operation as it is likely to be through the school year of 1951-52.

Manager-- To say this is a quarter time job is a classic of understatement! It is a full time job. (See remarks at end of report).

Secretary-- Full time.

Assistant--To handle all promotion and publicity. To help prepare periodic reports and keep permanent statistical records. In whatever time might be left to render administrative assistance. Should be a half-time job. (Presently on a quarter time basis, held by Perc Tannenbaum.)

Assistant--Perhaps a quarter-time will suffice. Principal job would be shipping and receiving, inventory, and card index of tapes.

Assistant--At least half time. Principal job to edit and time tapes, and prepare cue sheets. If enough hours of programming are planned this might require two people. We have found that the ratio is about three to one, in some cases two to one,-- that is from two to three hours of mechanical preparation for each hour of air time. This is exclusive of dubbing copies.

Storage of Archival Copies

The undersigned has talked to Mr. Downs and Mr. Stone of the Library School about the possibility of storing NAEB file discs in the quarters provided for the Library School collection. This is agreeable to them: Provided funds are made available to purchase the necessary shelving. This would be a temporary move pending a permanent solution--the solution being mostly a matter of space and funds for shelving and cataloguing. (See copy of letter attached.)

The matter of retaining file copies of NAEB programs was discussed when the headquarters was moved here. It is felt that an archival file is of extreme importance. The material will have some historical value in the future, and a fair amount of it is significant material with permanent usefulness. It is the fond hope of the present manager that some day the University will operate a complete library service of recorded material. Such a library should contain many of the NAEB programs.

Whether the file should be on tape or disc is still a matter for discussion. We have tentatively started to make them on discs. Discs are perhaps a little easier to store permanently, we are short of tape, and discs are a little bit cheaper. We are holding all programs until such time as discs are cut.

In view of the above the undersigned strongly recommends that funds be furnished to buy the necessary shelving so that these file discs can be stored in the library.

Richard L. Rider
Manager
NAEB Tape Network

Personal Thoughts on the Managership

Since discussing this problem with Messrs. Schramm and Hudson, I have given the matter a lot of consideration. I have also checked into the state of progress of my doctoral program. There appear to be three courses (3 units), and the languages left to complete before the prelims. This seems to me to be a sufficiently small amount of work that it need not influence a decision one way or the other.

My thinking on the subject solidified as follows: I consider the network operation extremely important. The possibilities that can be visualized by projecting this program into the future are inspiring. While I cannot be considered a parent to this baby, I like to think that I might be a second assistant midwife. Having gotten involved in the growth of a promising child it would be somewhat frustrating to abandon it before maturation. The desire to carry the job a few more steps forward and the unusual promise of the opportunity weigh heavily in favor of tieing my kite to NAEB tape.

I strongly desire to finish my degree. Several times I have started and stopped a doctoral program. This time I mean to finish, even if I qualify as one of the most senile of graduates. Any job that precluded this possibility would be out of the question. I believe that this particular job would not prevent my going ahead with the degree program. This is especially true if the full time basis can be delayed until September. This would allow me to pick up two of the required three units, or one unit and a language during the summer. I am approximately half ready in both languages. I will not be starting from scratch in either one. Therefore, it seems possible to complete this requirement in the near future. I am not against facing another couple of years of working nights, week-ends, and holidays. I have rather gotten used to it.

After a couple of years of marginal existence the prospect of a full time salary is enticing to say the least. I do not need to stress the fact that the cost of supporting a family has risen somewhat. I have endeavored, however, not to let this be the determining factor.

Then there is television. Television is a fascinating gadget. I certainly do not want to be separated from TV permanently. At the same time I do not want a full time programming or production job. Such experience is most valuable in learning the details of the medium. At the same time such a job involves such time-consuming attention to the hour-to-hour and day-to-day minutia of keeping things running smoothly that there is never an opportunity to observe the thing in its entirety. I feel that what I need to do in TV is to be connected to the degree that I can keep a hand in, but be sufficiently free to observe its operation objectively. That doesn't seem possible in an active production capacity.

This consideration has been entirely from a personal point of view, which seems to be the natural one under the circumstances. It has led to the conclusion that I should go on record as hereby applying for the job of manager of the NAEB Tape Network. As indicated earlier, I have great confidence in the possibilities of this opportunity. It is not a job that I would want permanently, but it is one that I would be anxious to have for two or three years. I would like to be around until it is a going concern.

There remain a couple of questions. I would like to know more definitely what the salary is. My proposal for the summer is as follows: That I be given a half-time appointment for the summer. This will allow me to carry a heavier academic load for the summer session. The time would be a bookkeeping device. I am more than willing to put in as much time as I possibly can. A full time appointment would be in order as of September.

As to television. If the NAEB job materializes it would still be possible, it seems to me, to be of some help with the many problems of TV. Whether it would be by consultation, helping to train crews, or whatever, I would be willing and anxious to do everything possible. I could not of course give it the time that would be possible on another basis, but I could be of some help. While on the subject of television, and thinking that perhaps the matter of personnel would one day be under consideration, I would like to offer the name of a likely prospect. He is Dick Mall, currently an instructor in radio at Ohio State. Dick was formerly head of the radio section at Kansas State. He came to Ohio State to work on a PhD, which he has completed except for his thesis. He has had considerable experience in radio, both commercial and educational, and is now working part time at WLW-C, the Crosley TV station in Columbus. He is a capable man, and a very nice person in addition.

This seems to complete my part of the process. I now bow out to await the ultimate decision.

R.L.C.

222 Library
March 6, 1951

Mr. R. L. Rider
14 Gregory Hall

Dear Mr. Rider:

I have discussed with Mr. Stone your plan for depositing the collection of recordings in the Library and have gone over with him the space available. We believe it will be possible for us to take over the collection of four or five hundred recordings which you now have on hand or expect to receive in the near future, and to shelve the recordings alongside those we have received from WILL. I understand that funds are available for the purchase of a cabinet for the records.

I hope it will be possible for us to continue this arrangement on a more or less permanent basis, but any decision on this point should probably be deferred until our space problems can be worked out. For that reason we may want to re-examine the matter after a year or two to see whether any changes are desirable.

Sincerely yours,

(Signed-R. B. Downs)

R. B. Downs,
Director

RBB/t

cc: Mr. C. Walter Stone

Archive - 1951 - Network

September 18, 1951

Dean Wilbur Schramm
Division of Communications
University of Illinois

Dear Dean:

Received a hasty note from Jim Miles in which he asked that I inform you that, in his words, "The board meeting went absolutely OK. I think we now have a solid foundation". So, I have so reported.

In my reply to him I expressed my joy that the project had now a solid foundation. However, I was saddened to find that the network itself did not yet have this solid foundation. That foundation being--tape. A problem on which no decision was made and no action taken. There came a word that Siegel was sending a Fire Prevention program to be duplicated in as many copies as possible--but no word as to where we were to get the tapes on which to make these copies. Everyone seems worried about a duplicator, more programs, more copies of programs, etc. etc., but I can't seem to get anyone to worry about the impasse that faces us in the immediate future if something isn't done about tapes. Maybe I'm a worry-wart, but I don't see any quick answer.

I requested from the School of Journ and Comm one or two graduate assistants for the coming school year. My thought was that there are going to be a number of projects underway, such as promotion, potential audience counts, digging through the trade press and other literature, readying materials for publication, etc. for which an assistant or two from journalism and/or communications would be most useful. Prof. Siebert has informed me that the school has none that he can make available. So, I thought it might be well to check with you on the possibility of the Institute's having a hidden corner in the program somewhere. I guess no one knows for certain just how much of this sort of work there will be, but I should guess that it will be considerable. Don't know what our budget would stand. Maybe it is something you will want to discuss with Jim. On the other hand I doubt he would object to having one or two assistants which were paid by the Institute.

Sorry to trouble you with these little matters, and many thanks for your patience and consideration.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB TAPE NETWORK

UNIVERSITY OF ILLINOIS
119 Gregory Hall
URBANA, ILLINOIS

September 4, 1951

Prof. F. S. Siebert
Director, School of Journalism and Communications
University of Illinois

Dear Prof. Siebert:

At this time I should like to request the assignment of at least one, and preferably two, graduate assistants for the coming year.

As you know the main office of the NAEB is in the process of being set up. As part of that program, and for the network as well, there is a small item in the budget for promotion and publicity. It is such a small item that if we hired a person to do the job there wouldn't be any funds for printing, cuts, matts, etc. So, it would seem that graduate students in Journalism and Communications would be most useful in this capacity.

Perc Tannenbaum would be ideally suited for such a job, and if convenient to your plans and budget I would be deeply appreciative if he could be assigned to us. Anyone of the remaining assistants would probably serve as the second one.

I am hopeful that such a plan can be fitted into your budget and the requirements of the rest of the school. At any rate, we would appreciate any consideration you can give to this request.

Many thanks.

Dick R.
Richard L. Rider
Manager

Dick
No funds in Journ budget. Check with Schramm on Inst. Fund budget
F.S.S.

October 1, 1951

NAEB TAPE NETWORK

LEGS

NOTE::: The following assignment of stations to "legs" will remain in effect till further notice. This list supercedes previous assignments. Please notice that the list will aslo serve as a source of correct mailing addresses for all stations using the network facilities. In case of doubt as to CORRECT mailing address, please consult this list.

On the assumption that the majority of school system stations don't broadcast programs as they come through on the circuit we have placed them at the end of the legs. This will allow such stations to dub copies without so much pressure to get the tape out on time. If at any time, a school station would like to get programs earlier, please let us know and we will see what can be done.

It is our hope that this organization of the network will provide the best possible service until such time as we can drop the bicycling method.

NOTE:::: This list of network legs has been corrected and stations that have written us asking to be included in the network and who were not included in the original list are herewith added.

LEG I

1. WNYC
2500 Municipal Building
New York 7, N.Y.
Bernard Buck

2. WHCU
Cornell University
Ithaca, New York
Joseph A. Short

3. WAER
Syracuse University
Syracuse, New York
Joan N. Olrich

4. WSOU-FM
Seaton Hall College
South Orange, New Jersey
Rev. Thomas J. Gilhooly

5. WNYE
Bd. of Education
29 Fort Greene Place
Brooklyn, New York
James F. MacAndrew

6. WDUQ
Duquesne University
Pittsburg, Pennsylvania
B. Kendall Crane

7. WOUI
Ohio University
Athens, Ohio
Vincent Jukes

8. WHAZ
Renssalaer Polytechnic Institute
Troy, New York
W.J. Williams

9. WBOE
Bd. of Education
Cleveland , Ohio
Katharine E. Matchett

10. WBGU
Bowling Green State University
Bowling Green, Ohio
Sidney Stone

Leg II

1. WBUR
Boston University
Boston, Massachusetts
Leo Martin

2. WRUL
World Wide Broadcasting Foundation
133 Commonwealth Ave.
Boston 16, Mass.
Wyman Holmes

3. WBGO
Central High School Building
Newark 4, New Jersey
William Pfeiffer

4. WPHT
Philadelphia Wireless Technical Instit.
1533 Pine Street
Philadelphia, Pennsylvania
William W. Zefing

5. WBJC-FM
Baltimore Junior College
Alameda and 33rd Streets
Baltimore, Maryland
Clarence T. DeHaven

6. WGBH-FM
Lowell Instit. Cooperative Broadcasting Council
Symphony Hall
Boston, Mass.
Parker Wheatley

7. WFUV
Fordham University
Bronx 58, New York
Edwin J. Turner

8. WUSV
University of Scranton
Scranton, Pennsylvania
Rev. R.F. Grady

9. WSAJ
Grove City College
Grove City, Pennsylvania
Dale O. Smock

10. WSHS-FM
Sewanhaka High School
Floral Park, New York
Worthington A. Gregory

Leg III

1. WILL
University of Illinois
Urbana, Illinois
Frank Schooley

2. WBAA
Purdue University
Lafayette, Indiana
Jim Miles

3. WFIU
Indiana University
Bloomington, Indiana
Robert H. Lee

4. WFPL
Louisville Free Public Library
Louisville 3, Kentucky
H.E. Salley

5. WBKY
University of Kentucky
Lexington Kentucky
Camille S. Henderson

6. WOSU
Ohio State University
Columbus, Ohio
W.H. Ewing

7. WNAS
New Albany City Schools
New Albany, Indiana
Vernon McKown

8. WWHI
Wilson Junior High School
Muncie, Indiana
John V. Maier

9. WEVC
Evansville College
Evansville, Indiana
A.C. Spence

Leg IV

1. WLSU
Louisiana State University
Baton Rouge, Louisiana
Lucile Ruby

2. WMMI
Municipal Junior College
Meridian, Mississippi
A.R. Cates, Jr.

3. WUOA
University of Alabama
University, Alabama
Graydon Ausmus

4. WABE
Bd. of Education--14th Flr. City Hall
Atlanta, Georgia
Alvin Gaines

5. WUOT
University of Tennessee
Box 8540
Knoxville, Tenn.
Kenneth D. Wright

6. WGPS-FM
Greensboro Public Schools
501 Asheboro Street
Greensboro, North Carolina
Dale F. Keller

7. WTHS
Division of Vocation Education
1410 N.E. Second Ave.
Miami 32, Florida
Vernon Bronson

8. WTDS
Toledo Public Schools
1901 Central Ave.
Toledo 6, Ohio
Harry D. Lamb

Leg V

1. WNUR
Northwestern University
Evanston, Illinois
Thomas D. Arend

2. WMCR
Western Michigan College
Kalamazoo, Michigan
Wallace Garneau

3. WKAR
Michigan State College
East Lansing, Michigan
Robert Coleman

4. WUOM
University of Michigan
Ann Arbor, Michigan
E.G. Burrows

5. WMUB-FM
Miami University
Oxford, Ohio
Harry Williams

6. WAJC-FM
Jordon College of Music
1204 N. Delaware St.
Indianapolis 2, Indiana
Tom Carnegie

7. WGRE-FM
DePauw University
Greencastle, Indiana
Harold T. Ross

8. WKSU-FM
Kent State University
Kent, Ohio
Walton D. Clarke

9. WDTR
9345 Lawton Ave.
Detroit, Michigan
Kathleen N. Lardie

10. WBEZ
Bd. of Education
228 N. LaSalle Street
George Jennings

Leg VI

1. WHA
University of Wisconsin
Madison, Wisconsin
Ray Stanley

2. WSUI
State University of Iowa
Iowa City, Iowa
R.C. Setterberg

3. WOI
Iowa State College
Ames, Iowa
Richard F. Vogl

4. KWLC
Luther College
Decorah, Iowa
Lee Litzen

5. WCAL
St. Olaf College
Northfield, Minnesota
Milford C. Jensen

6. KUOM
University of Minnesota
Minneapolis, Minnesota
Burton Paulu

7. WNOV
Northwestern Vocational Institute
Grand Ave. at Grotto
St. Paul 5, Minnesota
John T. MacKnight

8. KUSD
University of Souther Dakota
Vermillion, South Dakota
Keith J. Nighbert

9. KFJM
University of North Dakota
Grand Forks, North Dakota
S. Donald Robertson

10. WEPS
Bd. of Education
High School Building
Elgin, Illinois
E.C. Waggoner

Leg VII

1. WNAD
University of Oklahoma
Norman, Oklahoma
John Dunn

2. KWGS
University of Tulsa
Tulsa, Oklahoma
Robert A. Wells

3. KMUW-FM
University of Wichita
Wichita, Kansas
Bill Gemar

4. KSAC
Kansas State College
Manhattan, Kansas
Robert D. Hilgendorf

5. KFKU
University of Kansas
Lawrence, Kansas
R. Edwin Browne

6. KSLH
Bd. of Education
1517 N. Theresa Ave.
St. Louis, Missouri
Marguerite Fleming

7. WVSH-FM
Audio Visual Center
School City of Huntington
Huntington, Indiana
M. McCabe Day

8. KWAR
Wartburg College
Waverly, Iowa
Raymond Wilderman

Leg VIII

1. KWSC
State College of Washington
Pullman, Washington
Allen Miller

2. KUOW
University of Washington
Seattle, Washington
Burce Calhoun

3. KBPS
Portland Public Schools
Portland, Oregon
Patricia L. Green

4. KOAC
Oregon State College
Corvallis, Oregon
James M. Morris

5. ~~KWAX~~ KWAX
University of Oregon
Eugene, Oregon
D. Glenn Starlin

6. KCVN
College of the Pacific
Stockton, California
Mrs. Marilyn Livingston

7. KUSC
University of Southern California
Los Angeles, California
Ivan M. Campbell

8. KANW
Albuquerque High School
Albuquerque, New Mexico
Rose Jeanne Carlisle

9, KVOF-FM
Texas Western College
El Paso, Texas
Virgil C. Hicks

Special

WIPR
Oficina de Radioemision Publica
San Juan, Puerto Rico
Jose M. Buitrago

Nov. 1951

NAEB TAPE NETWORK

STATEMENT TO THE BOARD OF DIRECTORS:

This report is not intended to be a detailed and complete accounting of network activities since the submission of the last report. It is rather designed to acquaint the board members, in a general way, with the progress of the network during the past few months and to propose a general plan for the improvement of the service in the immediate future. A complete report will be prepared in detail for the foundation early in the spring.

It is anticipated that any questions of interest and concern to board members can be elaborated on in discussion.

Richard L. Rider
Manager, Tape Network

PACKAGES #1 and #2

The general idea of package distribution seems to have met with general acceptance. At lease no violent protests have been registered, and several rather enthusiastic approvals were received. It, therefore, appears safe to continue this method of distribution until such time as a mass duplicator is available.

The regular programs in Package #1 and #2 were:

MUSIC FOR THE CONNOISSEUR
BBC WORLD THEATRE
THE PEOPLE ACT
STORIES AND STUFF
FESTIVAL CONCERTS
INTERNATIONAL VISITOR
MASTERWORKS STORY
AMERICA AND THE WORLD
BLIGH OF THE BOUNTY
U.S. ARMY BAND CONCERTS

These can be divided as follows:

4	60:00	4	Music
4	30:00	2	Drama
2	15:00	1	Documentary
		1	Children's
		2	Talk

Total number of programs 10
Total program hours per week 6 ½

In addition to the regular programs there were added to Package #2, two extras. These were:

The American TV Society Panel on "Televising of Trial and Hearings"; and a half-hour documentary, "Crossing on the Troop-Ship General Patch." The TV Panel was sent out as two ½-hour shows.

ACCEPTANCE OF PROGRAMS BY STATIONS
Packages #1 and #2

Under the present system of reporting on program use it is too early to get accurate figures on percentage of stations using various programs. The following figures are from the forms used at the time of offering programs, and are not to be considered as definite or accurate. The few report forms returned indicate a somewhat higher percentage of acceptance. In this case expressed doubt was not counted as acceptance. Thus, these figures are at the very least, conservative.

MUSIC FOR THE CONNOISSEUR	91%
BBC WORLD THEATRE	89%
THE PEOPLE ACT	91%
STORIES 'N STUFF	80%
FESTIVAL CONCERTS	72%
INTERNATIONAL VISITOR	65%
MASTERWORKS STORY	74%
AMERICA AND THE WORLD	70%
BLIGH OF THE BOUNTY	72%
U.S. ARMY BAND CONCERTS	68%

EXTRA PROGRAMS

In recent weeks the network has distributed three special, timely program series to a limited number of stations. The limitation being a function of the shortage of tape and time.

FIRE PREVENTION WEEK DRAMATIZATION	1 30-minute
Sent to	12 Stations
USUN REPORT (In preparation for meeting of UN General Assembly. Prepared for us by Fred Rope of US Mission to UN.)	4 15-minute
Sent to	26 Stations
HERALD TRIBUNE FORUM	4 2½-hour
Sent to	24 Stations
WNYC and WGBH carried live.	

PROPOSED PLANS FOR
PACKAGES #3 and #4

To start week of December 16

LEGS

It is anticipated that the number of legs will be increased for the issuing of Packages #3 and #4. In this way then, there will be a faster, smoother, and less troublesome distribution.

The question is, how many legs to establish. We are currently employing eight legs. Normally, though not always, we duplicate three copies at a time. This would indicate that the number of legs be in multiples of three, especially since the present charge is the same for each run-through regardless of number of copies made. This would suggest a very strong possibility of setting up twelve legs. The next lower multiple, nine, is not enough differect than the present eight to be much of an increase. Or, it would be possible to set up in between, at ten or eleven legs.

Operationally it becomes a question of three of four-run-throughs per reel, for duplication. If more than nine copies are desired, it means four run-throughs, so we might as well have twelve legs as far as the operation is concerned.

However, there is a decided difference in number of tapes required. The followihg figures are based on 20 reels per issue of the two packages (per copy) and a 13 week duration. For nine legs this would require 2340 reels, for 10 legs, 2600 reels, and for 12 legs 3120 reels.

At this point the only definite decision is to increase the number of legs.

PROPOSED PROGRAM SCHEDULE FOR PACKAGES #3 and #4

PACKAGE #3

	Title	Length		
51-17	Music for the Connoisseur	60:00	Music	13
51-18	Masterworks Story	15:00	Music	13
51-19	Bach Memorial Concerts	30:00	Music	13
51-20	A Time for Planting	30:00	Documentary	13
51-21	Stories 'n Stuff	30:00	Children	13
51-22	Cooper Union Forum: Fears and Anxieties	60:00	Talk	11
51-23	America and the World: U of Denver Conference	30:00	Talk	13
51-24	Mental Health	15:00	Talk	13
51-25	BBC World Theatre	60:00	Drama	13

PACKAGE #4

51-26	University Concerts	60:00	Music	13
51-27	Pride and Prejudice	30:00	Drama	12
51-28	Aging Successfully	30:00	Talk	13
51-29	Living in an Atomic Age Bertrand Russell	15:00	Talk	6
51-30	NAEB Bonus Extras	Varying	Varying	Who knows?

BREAKDOWN

PACKAGE # 3

3 Music	3 60:00
3 Talk	4 30:00
1 Documentary	2 15:00
1 Children	
1 Drama	

Total number of programs: 9
Total program hours : 5 ½

PACKAGE # 4

1 Music	1 60:00
1 Drama	3 30:00
1 General	1 15:00
2 Talk	

Total number of programs 5
Total program hours 2 3/4

TOTALS

4 Music	4 60:00
5 Talk	7 30:00
1 Documentary	3 15:00
1 Children	
2 Drama	
1 General	

Total number of programs: 14
Total program hours : 8¼

OPERATIONAL PROBLEMS

There remain a few operational problems that might be of some concern to the board. Our genial executive director and myself have them under consideration, but inspired suggestions would be most welcome.

1. Tape. Where can we get 3-4,000 new tapes for free?

2. Program selection committee. A complete "bust" thus far. We have been looking for a method that will not require an over-use of limited facilities to get programs auditioned and reactions returned. We still belive that member participation in this problem is highly desirable.

3. Duplicator. No progress. We apparently need a short course in the care and handling of brilliant engineers.

4. In-school programs. How best to handle this problem? How to distribute them?

5. Library service on old series and other items for which we can get necessary clearances?

6. Technical quality. We have a study under way of the means whereby we can achieve a level of quality satisfactory to all concerned. We hope to publich a lengthy treatise soon on the subject which will establish as firm a set of standards as seems possible. Any suggestions?

7. Should we have a firm policy on Governmental Information Office programs? Or judge each on its merits? We currently have HOLLAND CALLING and the first of a Swiss series, A TRIP THROUGH SWITZERLAND.

8. The proposed Air Forces program to be done by the Training Command.

Questions and Problems Suggested by the WOSU Staff for the Planning Group of the NAEB Kellog Project.

I. NAEB NETWORK

This report presents the thinking of WOSU staff members on the question of improving the services which NAEB renders to university stations. It is quite likely that some of the questions, suggestions, and criticisms also apply to NAEB services to other types of educational stations.

Recording Quality of NAEB Programs

Generally speaking the recording quality of programs received from the Network have not been of satisfactory broadcast quality. This may be due to poor recording at the originating point or for other reasons. Whatever the cause our engineering staff reports that the frequency response of these tapes is often poor, probably because of improper head alignment. In some cases it would seem that poor production at pick up source was the difficulty.

We suggest that this problem be explored at the proposed meeting with attempt to arrive at certain minimum standards. We suggest also that consideration be given to the possibility of preparing a small booklet which would set forth such standards along with basic suggestions for operation and maintenance of tape recording equipment. The latter would be especially valuable where an adequate engineering staff is not available to operate and maintain the equipment. Perhaps it would even be possible for the NAEB to arrange for teams of technical specialists to visit stations to conduct on-the-job training programs of station personnel in recording techniques.

NAEB Network Programming

In general the WOSU staff has been entnusiastic about the way program offerings have developed. We approve of the present trend toward more programs originating from various universities to complement programs from non-university sources.

We suggest that most offerings from the Network be non-musical in nature and that whatever music is offered should be of a nature not generally available on records. We believe that many schools and departments of music have outstanding faculty members or student groups capable of presenting this special type of programming. This policy would limit quantity but would provide a distinctive service.

Our staff would like to see more exchange of outstanding talks or lectures available on the various campuses. By a careful selective process we believe that it would be possible to maintain a daily program of faculty talks which would not only be authoritative but have wide listener appeal.

The Science fields are usually neglected and a cooperative effort in developing one or more series in this field would be welcome.

We wish to encourage more programs designed for youth, including in-school broadcasts complete with teachers' manuals and shows for out-of-school listening by junior and senior high school students.

It seems pertinent to mention that probably 90 to 95 per cent of the programs of NAEB University stations are now directed to adults. Through such an excellent series like

"Aging Successfully" NAEB is helping its member stations to render an important adult education service to their listeners. We hope the NAEB will increase the number of such programs. We do believe that the NAEB might well call upon specialists in adult education for assistance in selecting future adult education programs. We suggest the Adult Education Association of the United States of America, the adult education department of the National Educational Association, and the office of the Specialist for General Adult and Post-High School Education, United States Office of Education.

II. NETWORK GENERAL SERVICES

Our discussion of general NAEB services includes both radio and television although only a handful of university stations now are active in television. We are hopeful that Ohio State University eventually will be concerned with both broadcast media.

Determining Audience Needs

Returning to the adult education people mentioned earlier, perhaps these specialists also might be able to assist NAEB university station personnel to become better acquainted with some of the techniques for determing the adult education interests and needs in the geographical areas served by their stations. For example, one way to learn adult education needs is to study census data in terms of identifying needs of various groups in the area covered by a radio station. "Aging Successfully" illustrates an appeal to a particular group...the older folks.

Another technique is to work with advisory groups. Perhaps adult education specialists can help NAEB members learn how best to organize and work with advisory groups in (1) identifying adult education interests and needs in their station's service area; (2) determining the objectives of the programs which they select to serve those interests and needs; (3) planning the content and format of the selected programs; and (4) evaluating the effectiveness of the programs in meeting those interests and needs. It might be mentioned that one possible weakness with advisory groups in the past has been the failure to include prospective listeners in their membership.

Relationship of Radio and TV in a University

Ohio State University has applied for a television license. Much planning has preceded its application. Much more planning will be needed before OSU can establish and put a television station into operation, assuming a television license is issued. It is to be expected that responsible OSU officials would appreciate receiving information which would help them in the establishment and operation of a TV station.

We at WOSU assume that our primary responsibility is to extend the services of the university to adult Ohio listeners. Should this also be the chief concern of the television station or should the TV outlet be used primarily as a training laboratory for students aspiring to find work in television?

Or sho ld it be used for both purposes? Another important question is should radio and television be combined and operated under one management thus using some of the same equipment and personnel in both broadcasting media?

Until OSU officials feel they have the answers to these and other questions, they will find it difficult to make adequate decisions on the kind of building needed, amount and kind of equipment to order, and qualifications of television personnel. One means of helping these OSU officials to acquire some of the necessary information would be for the NAEB to make available to them descriptions of existing television operations such as at Iowa State College and Michigan State College.

Job Evaluation

Regardless of whether or not Ohio State University obtains a television station, it can continue to improve its radio station. One way for improvement is for the station staff to make an evaluation of the work which each member does. This self-evaluation could be more effectively accomplished if staff members had job descriptions of other university radio stations. Would it be possible for NAEB to devise a self-evaluation form which radio workers could use in describing their jobs and rating them? Secondly, could NAEB circulate these descriptions among the interested stations?

Group and Leadership Training

Commercial firms, industries, labor unions, education..... all have this one problem in common, that of group and leadership training. Staff members of an educational radio station

must work together as a team. Sometimes their teamwork suffers from inadequate leadership; othertimes from lack of knowledge among staff members to work as members of a group. Could the NAEB provide regional training centers where station personnel, ranging from station manager to the student working part time as announcer, could go to learn more about how to play their roles as group members and group leaders? Workers in the fields of speech and adult education should be able to assist in organizing such regional training centers.

We suggest the following names of discussants for any future meetings planned to consider the above problems:

1. R. C. Higgy--Director WOSU

   Area: Recording quality and other engineering aspects of the Network.

2. W. H. Ewing--Program Supervisor, WOSU

   Area: Talks and other NAEB programs.

3. James Cain--Program Assistant, WOSU, in charge of music planning and founder of Prestige Concerts.

   Area: Music

4. Margaret Tyler--Director, Ohio School of the Air.

   Area: In school and other youth broadcasts.

5. Alfred Garrett--Professor of Chemistry.

   Area: Science

6. Andrew Hendriekson--Professor, Bureau of Special and Adult Education.

   Area: Adult Education Needs

7. Newton Rochte--Assistant Program Supervisor, WOSU, and instructor in Bureau of Special and Adult Education.

   Area: Radio programming for adult Education needs.

8. Max Goodson--Assistant Dean and Coordinator of Research and Service, College of Education: staff member at National Training Laboratory, Bethel Maine.

   Area: Group and leadership training.

IMPORTANT: PLEASE READ CAREFULLY

NAEB TAPE NETWORK

November 15, 1951

To: ALL NETWORK STATIONS

FROM: DICK RIDER

Dear Network Stations:

Before you turn to the enclosed material on the new network offerings there are two important things which should be brought to your attention for careful consideration. Both of these things were considered bythe membership and the board of directors at the recent Biloxi meeting.

First: You will find in the enclosed material, as part of the acceptance form, a statement to be completed as to the precise use being made by you of NAEB Tape Network programs. Many of the programs being offered are given clearance for non-commercial, education stations only. Some confusion has been discovered due, largely, to the methods of processing membership applications. This whole area is being completely reorganized to correct such methods. Meanwhile, it is imperative that youdescribe on this enclosed form exactly the use to which NAEB programs are subjected. WE WILL BE UNABLE TO SCHEDULE YOUR STATION FOR FUTURE RELEASES UNTIL THIS IS DONE.

Second: The somewhat involved question of finances. As you know, under the terms of the Kellogg grant, the member stations were expected to assume the costs of the operation of the network. Inaccordance with this plan, the NAEB membership took the following action at the general business session at the Biloxi conventions

1. Authorized the following service-assessments for network service for the fiscal year 1952-53, July 1, 1952-June 30, 1953.
   Class A Stations------ $200
   Class B. Stations----- $125
   Class C Stations------ $ 75

2. Stations are to be classified as follows:
   Class A Stations----- 5kw or more of power (Either AM or FM)
   Class B Stations----- 1kw to 4.9kw of power " " " "
   Class C Stations----- less than 1kw of power " " " "
   Combination AM and FM operations are classed according to the combined power in the same manner as for determining NAEB annual dues.

3. Because of the need for immediate improvements in the network's service, and because of the need to build up a capital reserve to tide the operation over the expected lag between billing and receipts, the membership further authorized the levying of a service assessment for the period January 1, 1952 to June 30, 1952. This assessment will be at the rate of 50% of the annual rate for the fiscal year 1952-53. Or more clearly:
   Class A Stations----- $100
   Class B Stations----- $ 62.50
   Class C Stations----- $ 37.50

Since it was anticipated that in some cases budgets for the current year would be finally established, it seemed proper to authorize the substituting of an equivalent amount of tape in lieu of cash for the six month assessment of January 1, 1952 to June 30, 1952. However, this is recommended only in the event of urgent need since it is most probable that buying in volume we can secure tapes at a cheaper cost than can individual stations. The substitution of tapes can be arranged by contacting NAEB headquarters, in advance.

Under the terms of the Kellogg grant, an increasing share of the load will be assumed by the member stations in succeeding years. The above figures, therefore, apply only through fiscal year 1952-53. The rate for fiscal year 1953-54 will be established at next year's meeting. There is no doubt that the amount will be somewhat higher. Just how much higher is impossible to determine at this time. Ultimately the entire cost of the network operation will be the responsibility of stations using the service.

These figures are i no way connected with NAEB dues. The network costs are being established as a completely separate item. It is designed specifically as a charge for a service--much the same as you acquire rights to transcription libraries, buy scripts, hire writers, or any of the manifold costs of programming a radio station. It is of interest to note that under the first fiscal year plan the NAEB Tape Network programs will cost Class "A" stations less than 65 cents per hour. Class "C" stations 24 cents per hour. These figures are for the minimum amount of programming to be available, and are figured for a nine month year, whereas actually the service will be on a twelve month basis. It is onl this sort of foundation, that these plans have been built.

Bills for the above mentioned assessment for the period January 1, 1952 to June 30, 1952 will be distributed about December 15 to all stations accepting the current offerings. Such bills will be payable as of January 1.

Now the above facts are important considerations before you accept or reject the current network offerings. The new programs start on the network the week of December 16th. The distribution of in-school programs will begin shortly thereafter. The Ford Fund programs are expected to become available shortly after the first of the year. Each passing week gives promise of an ever increasing improvement in the quantity and quality of programs offered by the network. Before spring we will be able to distribute copies individually to all stations.

But all of this will cost the station some money. Practical experience tells us that none of you can program anything as cheaply, on a per hour cost, as the network programs will costyou. It is also hoped, and was intended as part of the foundation grant, that by including a sizable block of NAEB programs the station could devote its own facilities to fewer and better programs. Many of these programs are of outstanding character and will be available only through this network service. Plans are maturing for cooperative programming by the member stations which will ultimately prove a vital stimulant to educational programming.

Well, these are some of the things you will want to consider. This office will send every station a detailed memorandum about this entire program to aid you in justify this expenditure to your administrative headquarters. This memorandum will be in your hands no later than the time you receive the bill.

It is probable that many of you who did not attend the Biloxi meeting will have some questions about all this. Please feel free to fire questions at Jim Miles or myself. We will do our best to make the whole picture clear.

With best regards,

Dick Rider
Manager, Tape Network

November 20th, 1951

Mr. Jim Miles
Executive Director
NAEB Tape Network
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Jim:

I was delighted to see your letter of November 14th, as well as the NAEB Policy Letter #5.

Before going any further, let me congratulate you on the latter. It is a swell idea, and I hope that the circulation is expanded.

Insofar as your November 14th epistle is concerned, I hope I have never given you the idea that neither you nor Frank should not spend Thanksgiving with your families. I merely feel rather strongly that it will take more than 24 or 36 hours with Hull, and with Griffith's old gal to absorb the results of years of operation by the old guy.

One of our great difficulties at all times is the necessity of rushing through a meeting because of lack of time. Maybe you and Frank are able to absorb at a faster rate than the rest of us poor mortals. However, both of you are sufficiently aware of the importance of learning everything possible about the financial set-up, the membership situation, etc. I rely entirely on your own judgment.

The December 4th meeting in Washington, in connection with the unveiling of the monitoring studies, has been tentatively cancelled. Basically, this is due to lack of funds.

I would love to be able to come to the School Broadcast Conference, but I fear there is neither time nor money available. The school situation is an extremely important one for NAEB. The problem of providing Network service to school stations must be tackled without delay. A glance at our membership list will show the tremendous proportion of school operations as compared with colleges and universities. Unless we can provide school stations with the service they desire, I do not see how we are going to be able to collect any Network service fee. I have been receiving letters from all over the country concerning this lack of emphasis on our part. Whether we like it or not, this is a number one problem, which must be solved, and which I look to you and Alvin Gaines, Jim Macandrew, et al, to get solved.

Ans.
FBC
Clev

(more)

Insofar as the meetings of the Kellogg Board are concerned, perhaps I had best reiterate the plans I mentioned at that first half-hour, post convention Board Meeting.

It is my intention to hold a meeting of the complete board four times in the course of a year. This should be in January (probably in New York or Washington), in April (at Columbus), and in July (at Urbana). The fourth meeting will take place this year in November in Minneapolis.

In the interim months, there will be a monthly meeting of the Steering Committee, which I designated as being the officers including Schooley, Paulu, Ausmus, you and myself. These meetings can take place either in Urbana or New York. You will recall that the Board voted this Steering Committee full authority to carry on the business of the Kellogg Grant, subject to ratification of the complete Board.

I also indicated that it would be desirable to have a weekly telephone conference between Urbana and New York, and including, if need be, Ames, and possible the University of Alabama. If the Kellogg Grant cannot defray the cost of these meetings, then I am not certain that the Grant can do the job it was designed to do.

Our major problem, as always, has been one of an exchange of information and of communication. What I have suggested is logical on all points, and if there should be an expression of criticism, I am prepared to discuss this matter with anyone.

Insofar as Mike Hannah is concerned, his recent election to the NARTB Board merely emphasizes his position, and I assume that both you and Paulu will be writing to him; Paulu to indicate that his membership is now in the associate class, and you, on the basis of Paulu's letter, withdrawing Network service.

I have requested Paulu to furnish minutes of the meeting which will answer your question concerning the application of the Oklahoma City Public School station KOKH-FM.

I presume that you will attend the meeting of the American Council on Education, along with Hull and myself, representing NAEB, on January 25th and 26th, in Washington. It would be advantageous also to have Paulu present, but again the question of funds raises its ugly head.

I presume, also, that you will attend the UNESCO meeting in New York from January 27th to the 31st, and that you will get together with Dick Hull (who has been elected a member of the National Commission of UNESCO .. praise be!), to arrange for an exhibit by NAEB of a visual character, at the conference.

(more)

As you know, we have tentatively made arrangements to tape the proceedings for release over the NAEB Network. We must do more, however, to let the assembled delegates know about the existence of NAEB.

I believe it advantageous for the News-Letter to continue to be published by Paulu, pending a further discussion by the Board of Directors. If you do not have regular funds for this publication, I presume that in accordance with your statement at Biloxi, Kellogg Funds can be made available.

Insofar as your suggestion about a Committee on Committees is concerned, perhaps it is not very clear in my own mind. If you are thinking about a Planning Committee to decide about a program for the equivalent of an Allerton House Seminar, I think the people you named are good suggestions. I would include, however, more school people, and I think before we take any action at all as to naming such a Committee, with you as Chairman, that the whole matter be thrashed out and discussed by the entire Board of Directors.

My congratulations on the affidavit plan concerning tape network material. This is an excellent idea. Insofar as the quantity of tape is concerned I can see no objection to your encumbering next year's budget, if necessary. Certainly the Network must continue to function, and by next year there will undoubtedly be funds available from the contributions of individual member stations.

Speaking about service fees, there is a serious doubt in my own mind as to whether or not a two-hundred-dollar fee could be justified in the case of WNYC.

In all of the packets we have received, or which we are now projecting, there is only one series of programs in which we have any interest at all, and that is "Stories and Stuff". Most of the other offerings have already been on this station, or originate with us. Obviously, I feel very strongly about our setting the proper sort of example, but unless some additional compensating factor enters the picture, I shall be caught between two fires.

Perhaps this is enough to write in one letter, but it expresses some ideas which might serve as a point of departure.

With all best wishes, believe me,

As ever,

Seymour N. Siegel
President

(more)

P.S. Will you send me one hundred (100) copies of the NAEB Tape Network Folder?

P.P.S. Will you start a scrapbook and look into the possibility of subscribing to a clipping service in connection with national pick-ups of NAEB releases?

Suggest a TV Service?

sms/L

copy to officers & Bd of DTRs

How about sending archival materials?

November 28, 1951

Mr. Seymour Siegel
Director, WNYC
Municipal Building
Chambers Street
New York, New York

Dear Sy:

If this letter gets by with less than four pages I will be surprised. However, I did want to write you my opinions on various matters and report on others before seeing you next weekend.

In response to your letter of November 20, I have been working on the school problem. I will take part in a panel set up by George Jennings during the SBC next week. I had planned to go to Cleveland to confer with Bill Levenson this week; that was not possible. We are giving it much thought, and I am sure will evolve a plan which the school stations will buy. Incidentally, I am enclosing a list of those who have accepted Packages 3 and 4, knowing that they will have to make contributions to the Network after January 1. You will note that a good many of the school stations are included.

Regarding the fourth paragraphs in the November 20 letter regarding Board Meetings, I have done considerable sole searching, as well as file searching and come up with the following:

In the budget approved at the September New York meeting, there was a $2,000 item for Kellogg Board Meetings. This was in the amount of $2,000, $1,400 of which has already been spent. Second, in the minutes of the June Allerton Board Meeting, I would like to call your attention to Page 2, Item 3; to Page 4, Items 1 through 5; and to Appendix A, Page 4, Item 3. All of these, I believe, point to the fact that we should have quarterly meetings of a small Executive Kellogg Committee for the purpose of implementing the Kellogg grant. My notes indicate that we agreed in principle at Biloxi to the fact that this Board could just as well be regionally centered close to Illinois so that travel expenses might be kept to a minimum. Needless to say, the NAEB Board can meet at your call, but I would be remiss in my duty if I did not strongly object to paying for such meetings from Kellogg Funds. I feel that this would put the entire project in jeopardy and might very well prevent us from securing the grants already promised for ensuing years.

I am writing to Mike Hannah by this same mail.

I do plan to attend the American Council on Education meeting in Washington and the UNESCO meeting in New York. Regarding the exhibit, would you have any idea of how much space would be available for this?

I feel very strongly that the News Letter should be published in this office. It will be extremely difficult to transfer funds to Paulu to pay for publishing this at another location. I am writing him to this effect, suggesting that he send his rough draft to us here on the December 20 issue, at least, so that we can process and distribute it.

I will have a total plan on the Committee on Committee's idea for your approval December 8. This, to me, seems to be the very heart of the Kellogg project and it is absolutely necessary that we proceed on this with a minimum of delay.

I was very troubled by your concluding statements regarding the service assessment for WNYC. I was certain that all of the old timers would go along on this without any question. I realize that you have performed long and valuably on this matter, but I still believe that it will be absolutely necessary to present a united front during these early years if we wish to make the thing a success.

I like the idea for a clipping service for NAEB. Could you suggest any such service in New York?

I note in the September meeting that you were going to send us archival materials on NAEB now in your possession. We do have adequate space for these, and should they be of such nature that they should go in a library, the University Library has agreed to include them in its collection. Needless to say, they can make no promises without first seeing the material.

I am writing to the following people on whom I have carbon letters from you: Miss Ola Hiller, Flint, Michigan; Mr. Arthur Cornwell, Terrytown, New York; Mr. John Young, Chapel Hill, North Carolina; Mr. Bob Greenebaum of Carnegie; Mr. Robert Steele, Ohio State; Professor Raymond Wyman, Amherst, Massachusetts; Miss Gloria Dapper, New York; Mr. James Petersen, Muncie, Indiana, and Miss Flora Schreiber, Garden City, New York.

I enjoyed the daily compass article but to quote your words to Waldo Abbot, what about a NAEB mention?

I do have materials from Dan Thompson of the National Safety Council, and we are in the process of distributing these as samples. I am sorry about the duplication of effort.

We had a pleasant visit at Ames. We brought back with us the important material and made arrangements for Hull to ship by truck the two 4-drawer filing cases full of material he has there. This should arrive in the next week and then we will start the several-months-project of reviewing these files and integrate them into our present ones. I believe this is the only practical approach to this problem. I could not possibly have spent enough time in Ames to carefully review the files there. In this manner I can lay aside those that need clarification and discuss them with Hull or others concerned at our convenience.

I am processing the Convention report and will send it to the people you mentioned.

I was glad to see that Bill Singer has again come to life. Incidentally, I understand that Wally Krulevitch is out at the University of California.

I believe that this is all for now. I sincerely hope that we will have the opportunity to discuss some of these matters between meetings on the Lowell Project.

Sincerely,

Jim Miles
Executive Director

JSM:WC

December 12, 1951

Jim:

After some rather frantic efforts to get this operation in gear with the hope of avoiding a complete breakdown during the coming holiday season, I thought it might be well to consider the network in terms of its achievements and its problems. I had thought of so reporting to the executive board, Wilbur Schramm, etc., but the more I thought about it the more I realized we should hash it out first, and probably in some detail. Following that, I suggest we prepare a report for the above people as a sort of preliminary consideration before approaching the Foundation about next year. Probably such a report should go forward over your signature. Its real purpose is to appraise our present position and to plot a course of positive action to improve that position-- thereby increasing the likelihood of real progress before appearing before Kellogg.

I will enumerate the major problems and attempt to clearly outline my thinking on them, and try to indicate what they mean in terms of the network's past, present, and future.

INTRODUCTION

The potential to become an educational service of major importance, which is inherent in this network, demands our most serious consideration. It is the major machinery whereby educational broadcasting, both radio and television, can be hoisted up by its bootstraps to the level of significant

contribution. It does not provide all the answers, but it is the channel through which most of the answers can be made to work.

The fact that we are expending large sums of foundation money places upon us a heavy responsibility. In view of the new financial policy whereby stations pay for the service, this responsibility is given added weight. If this spending of the foundation's and the station's money is to be justified, it is essential that we make every effort to provide the maximum of service.

Present Operation

1. TAPE SUPPLY- With the aid of the University of Illinois purchasing division we have temporarily, at least, solved the problem of a supply of tape. The acquisition of 3,000 reels of tape puts us in a momentarily comfortable position.

2. Filing of master copies. We are accumulating a rather large supply of tapes in our permanent file of programs. At the moment we are sending out approximately 20 reels per week. In the course of a year this means over 1,000 reels of tape go into the files. This doesn't contribute much to the solving of the tape supply situation.

3. Technical quality. As of this moment, we are not capable of producing tapes of consistently excellent mechanical quality. Since this is an achievable goal, it seems legitimate for the stations to expect nothing but high quality tapes.

The factors that seem to be involved are: Establishment of standards for master tapes to be used. Securing the necessary equipment and establishing procedures to insure a top quality tape from which to duplicate. Duplicating equipment which will faithfully reproduce the master tape. Standardization of head alignment, timing, and similar procedures throughout the network.

4. Duplication and distribution. The present form of program distribution is a function of available duplicating equipment. After a year's experience with the bicycling method of distribution in various forms, I can state without hesitation that it is an unworkable system. There does not seem to be any possible way to provide dependable delivery under this method.

This lack of dependability results in the stations being somewhat hesitant to schedule network programs to best advantage, and more importantly discourages their endeavoring to promote and publicize them. For this, they can hardly be blamed. It also necessitates a complex and impractical method of scheduling. Stations do not follow standard patterns in scheduling programs. When they are forced to fit into a rigid mailing schedule many difficulties arise.

Clearly, the life of the network depends upon finding and putting into operation a more efficient method of distribution.

5. Program procurement and approval. Our methods of securing programs are still haphazard mostly non-methodical. A direct means of including station representation in the process does not exist. Many program sources, including cooperative programming

by member stations, remain unexplored.

6. Coordination of efforts. We continue to be plagued with the old problem of insufficient communication. Network commitments are made, and other arrangements consumated without fully informing everyone concerned. This naturally results in some loss of efficiency.

7. In-school programs. At this point we have not found an answer to the problem of distributing in-school programs. This type of service must be developed into a substantial one if we are to expect the school stations to continue as full-paying members of the network.

RECOMMENDATIONS

It is my carefully considered opinion that the network as it is now operated is not of sufficient character to warrant the continued payment of substantial membership fees by the stations. To insure that it does achieve such a character, I make the following recommendations. The pressing immediate needs upon which action can be taken at this time will be discussed by number corresponding to the problems listed above. Some of the more distant aspects such as personnel needs (about which I am now running a crude study), program plans, etc. will be covered in an additional section.

1. Tape supply. (See Paragraph 8.)

2. Master copies. For somewhere in the neighborhood of $100 we can adapt either the recording service or school of music disc machines for microgroove recording. Such recordings would be somewhat cheaper than tapes.

Actually there are some advantages to both kinds of file recordings, so I recommend this as something to be carefully considered together with a policy on whether or not we are going to fill all programs or just a selective group.

3. Technical quality. I am seriously concerned about the mechanical quality of our product. I feel that we can not expect continued support unless an acceptable standard is established and maintained.

I therefore suggest that we initiate a complete study of this problem--more complete, perhaps, than we have thus far considered. On the basis of this study we can determine what equipment is necessary. We will, then, proceed to acquire this equipment as soon as possible. If our funds are insufficient, we must consider a source of money for this purpose. It seems to me that the heart of the operation is found in this problem and the next one.

4. Duplicator and distribution. What we are doing now is desparately inadequate. Without vastly expanded duplicating facilities the network can never achieve a smoothly running and efficient operation.

Bob Johnston recently talked to Toogood, without reason

for optimism. He also checked on the Brush head, an item for which Toogood ostensibly has been waiting. The sales manager of the company said they would not be in production before June, which can readily be interpreted to mean several months later. Therefor, hope in Toogood's machine gets less and less as time goes on. Before we make a firm move I would suggest contacting Mr. T once more--if no answer is forthcoming then something else is called for.

It seems to me there are threepossibilities which present themselves as alternative solutions:

a. Find some one else to build a duplicator.
b. Build it ourselves.
c. Buy a string of stock recorders.

I don't know who would undertake the job of building a machine for us, or whether anyone would for a price we could pay. I feel reasonably certain that if the right people from here could be partially relieved of their other duties for a little time, that we could build the machine ourselves. It is possible that we could get some help from Toogood. We would get considerable help from 3M. It seems to me a real possibility. If we decide on stock machines I recommend we not use Magnecords. The care required in keeping three of them running like anything in time together is fantastic.

It soon will be the first of the year. There will be some time between the decision and the operation of the equipment. I therefore feel that it is essential to make a decision on this as soon as possible. We have been waiting since June. Before we appear before the foundation let's have something underway.

5. Program procurement. (See graph 8)

6. Coordination. I urgently recommend that everyone in the organization be requested not to commit the network, not to make promises regarding its schedule etc. without first fully informing the headquarters office. I also recommend that all contributions, gifts, and other gratuities to the network be handled through the headquarters office. We have gotten by in the past--albeit with some confusion and some extremely sloppy program service-- but we are near capacity now, and last minute deals of considerable size are out of the question. If this is to be the headquarters office, let it be so. We have the equipment, the personnel, and only we can know what can be done.

7. In-school programs. I am not certain just what is the best thing to do here, but I do feel something must be done, and done soon. Our Biloxi talks have borne little fruit to date, but it is possible they will. This is included mostly to keep the problem alive.

8. In the longer view, I suggest that some study be given, and some thinking be done, about the following problems and a proposal embodying the decisions be made to the board as more or less permanent network policy. This could be done by us, but better by some others and us together. I feel that the following should be considered:

1. Tape supply and master file.
2. Programming and all its many problems.
3. Amount of programming to be provided.
4. Establishemnt and specific goals of such a network service. Spelled out in terms of station utilization.
5. Outlining and initiating a program of station education in the utilization of the network service. (For example I can tell from correspondence that at many stations its just a means of plugging blank spaces in their schedule!)

It seems to me that we are spending considerable money and effort in this operation. I do not consider the present form adequate. It is indeed a real contribution as it is, but if a little more consideration and a little more money will lift it over the final hump--then I urge that such be done as expeditiously as possible. It is with this in mind, that I make these recommendations.

DR

December 21st, 1951

Mr. Richard Rider
NAEB Tape Network
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dick:

I hasten to acknowledge your letter of December 17th. I need not point out at the outset that many of the problems you pose are dependent for answers on a question of policy, as well as procedure. I am writing this letter to you only because your note presents an opportunity to say things which many of us believe need saying. Please do not take anything in a personal light. When I use the word "you", it means the second person plural!

I start off by breaking an egg because I hope to create a good omelet. I differ very strongly with the present method of program distribution by headquarters!

The present package method, which was instituted some months ago, was to be, as I understood it, a temporary stop-gap. It considerably lowered the paper work, I presume, and made it a comparatively easy job to distribute programs. It was put into effect, I understood, on a temporary basis, until such time as more personnel and duplicating equipment became available. Now it begins to appear that due to inertia, or perhaps due to terminal conditions still prevailing at Headquarters, the present method is frozen. Has there been a change in the original plan, or does the freeze apply to our thinking as well as the actual operation?

Programming the Network is like programming an individual station. If we are going to depend on the philosophy of utilizing the equivalent of a transcription service, instead of a flexible, mobile, timely, newsworthy approach ... if we are going to forget that we are channels of communication in a democracy, with the necessity of keeping our people informed ... if we are going to forget the broad community objectives which make a station more than just a transmitter and a tower ... I say again ... if we are really vegetating ... I do not believe that we are doing more than 50% of the job that should be done.

I am, of course, very much concerned about the views that you and Jim have concerning the offerings of a series such as that which has been made available by the Federal Security Agency. The fallacy in your reasoning that there is considerable danger in blindly taking such a series, and that "we do not want to be accused of being, nor in fact actually be, a channel for disseminating propaganda on behalf of government agencies", is so obvious that it would not appear that it required any discussion.

Are we, or are we not "propagandists" when we make available a BBC production of "Othello"? Are we, or are we not "propagandists" when we make available a series of programs by David Randolph, who is undeniably a protagonist of good music?

All this, of course, is nonsense! First of all, no individual station need put any NAEB program on the air. The Network is primarily a service organization. It must make available to individual stations as large a quantity of mature, adult and literate programming as possible, within the limits of its resources. It is up to the individual station to make its own determination as to whether or not a program is "propaganda", or is or is not desirable for broadcast.

There appears to be no doubt in your mind that it is perfectly all right to offer "Memo to America" without consultation of the Network Program Committee ... but there suddenly presents a great problem when we are fortunate enough to obtain a specially tailored series from the FSA.

Will either Jim or you be prepared to tell me that any individual station would turn down a request from the Federal Security Agency for time? Are we prepared to say that NAEB is not ready to cooperate with an agency of the Federal government in such small degree as to even offer a series of programs to its member stations? The answer is patently no!

The offering of the FSA series should be sent out without delay. If individual stations do not prefer to carry the series, you will know about it long before it would take all of us to make up our minds as to whether this is a good thing or a bad thing.

Insofar as the Los Angeles County Museum series is concerned, you are perfectly correct in assuming that Levine has gone off on his own without consulting anybody. We have been carrying the L.A. Series, and there has been a distinct improvement in the current offerings over and above what had previously come from Bill Sener. Bernie Duck is to forward to you the LA tapes as soon as we finish with them. I think after you listen to one or two you will agree that the quality is certainly up to the standards of most musical offerings.

Please bear in mind that the LA series is being partially financed by the American Federation of Musicians, and Mr. Petrillo's office is prepared to do a great deal of promotion on this if NAEB decides to offer the series.

Levine's action in independently writing to stations, once again proves the point I have been harping on for a long time, i.e. a vacuum cannot exist. So far as I know, there have been no published reports from Headquarters as to the exact dates and times that individual programs have been scheduled on member stations.

You will recall, in a conversation many months ago, that you indicated that such information would be available after a period of six weeks of package operation. I do not recall ever seeing a single report. I presume you must have the information, because in the current tape network folder, you indicate certain percentage of use by various stations of individual programs.

Please bear in mind, also, that the LA Museum represents a series of programs which is supposedly originated by one of our member stations (KUSC). With perhaps several exceptions, I doubt very much whether some of the name musicians who appear on the series are commonplace performers on our member stations.

If the last series of Los Angeles programs got no takers last time, it might well be that the series was not properly presented or promoted to the member stations. According to our records here, however, there were about twelve stations carrying the show last year, even though everyone admitted that the paper tapes were not satisfactory.

We all undoubtedly will be hearing from Levine when he gets responses from the individual member stations that they do not have the program available, and it will be on the basis of such responses that a decision can be made as to whether or not the series is desirable for offering. At any rate, I will write direct to Levine and try to get the matter straightened out.

Insofar as your third paragraph is concerned, I have heard that your personnel and equipment are commited to capacity, and again, I am not in a position to make any comment.

I differed very strongly with the arrangement for having WILL make our regular redubs. If we had our own personnel in accordance with the original provisions in the budget, and utilized WILL to handle excess requirements, I think we would have been in a better position.

Furthermore, I have yet to hear a report on my suggestion to explore the possibilities of having programs duplicated at other stations. McCarty, at Wisconsin, has on many occasions indicated that they have excess duplicating capacity, and I have no doubt that they could do a good job. It would seem that this is an area which requires overhauling, and that without delay. Placing our hopes on the Tugood machine, without other aces in the hole, is taking too much risk.

To sum up, it is my considered opinion that the present arrangement does not meet the needs of the Network or of our member stations. The package system should be eliminated, because of the tie-up of large quantities of tape unnecessarily, and the fact that there is great wastage since a great many stations do not utilize all of the contents of a package.

Secondly, there ought to be an immediate reconsideration of the system which was in effect here in New York, whereby you knew in advance the date and time that a station was going to schedule a particular program. This is an essential if we are to achieve national promotion.

Thirdly, there must be a reorganization in the utilization of our present resources, so that we are in a position to handle up-to-the-minute availabilities which will make all the difference in the world to our member stations, insofar as their service to their community is concerned.

Fourthly, let us bear in mind that an offering is as far as the Network organization can go. In our Folder we emphasize the fact that "there is no such thing as option time, nor are individual stations required to take any program". This prerogative must always remain in the hands of the individual licensee.

Fifthly, if this is a public service network, it will always have to take the risk of displeasing some one. I need not point out to you that there were occasions last year when I was perhaps over-sensitive to the failure of certain of our stations to carry some so-called controversial topics on the Cooper Union Forum.

Irv Merrill's study, and Bob Hudson's comment on it, indicates that in the field of public issues discussion, and in the political field, lies our greatest weakness. We must have the courage of our convictions.

And finally, if you were working for the City of New York, this is what I would say: "I do not ever want to hear that NAEB is not capable of doing anything. After every member of Headquarters staff has been working 24 hours a day, seven days a week, I will be glad to entertain a comment that new programs are beyond our capacity of handling. Most of our member stations function on more than an 8-hour day. In New York, we operate on a 24-hour basis, every day in the year, even though we may be off the air for three of those 24 hours."

NAEB has gotten as far as it has because Hull and Paulu, and all the others have done the impossible.

I agree with you completely in your idea that we need better coordination. This Network is a creature of the National Association of Educational Broadcasters. The officers and directors of that organization are entitled to be kept fully informed of every development. I regret exceedingly that there is no such information flowing from Headquarters, and it may be that because I am not informed, I have perhaps taken an unjustly harsh view of the situation.

None of this is meant to reflect the "A" for effort which everyone whole-heartedly accords both you and Jim. Because we are half a continent away is no reason whatsoever for a lack of liaison.

As I indicated at the beginning, this letter is being addressed to you only because you presented an opportunity to set forth some of the things which required saying. It doesn't half begin to delineate the marked disappointment that many of us are experiencing in the failure of the present organization to come anywhere near the hopes and aspirations and dreams that we had when the project was initiated.

A Merry Christmas and a Happy New Year.

Cordially,

Seymour N. Siegel
President

P.S. Copies of this letter are being forwarded to the Officers and Directors of NAEB, only for their comments.

sns/t

NAEB TAPE NETWORK

Dec 26, 1951

You will soon receive from the University of Illinois Business Office a statement covering the NAEB Tape Network Service Assessment for the period January 1, 1952, to June 30, 1952. You have indicated your intention to continue with the network service on this new basis.

Accompanying the materials relating to Packages #3 and #4 was a memorandum dated, November 15, 1951, which covered most of the crucial factors involved in the Service Assessment plan. Some additional information is included with this letter. It is our hope that this information will be of help to you in justifying payment of this assessment. If you need further information or help in this regard, please feel free to write and tell us what kind of information you need.

If the statement you receive is inaccurate in any way please notify us promptly. Likewise, if the informational section of the statements in the future should be made out differently than you find it on these first ones.

Naturally, we would appreciate it if you gave prompt attention to this matter.

Cordially,

Richard L. Rider

Richard L. Rider
Manager, Tape Network

RLR:WC
Enc.

NAEB TAPE NETWORK

December 26, 1951

AGENDA TO MEMORANDUM ON SERVICE ASSESSMENT FINANCIAL PLAN
FOR THE NAEB TAPE NETWORK

(Original memorandum dated November 15, 1951)

The mechanics of the plan are outlined in the original memorandum as well as the broad purposes of the network.

I should like to stress the point that this assessment has no connection with NAEB annual dues. It is a charge much the same as that made for transcription libraries, or any comparable program service.

This is not an outside, profit agency. This organization belongs to you, the active members of NAEB. Your Board of Directors supervises all its activities. Funds are entirely handled by the University of Illinois Business Office, subject to the rules and audits of the University.

The network service assessment is used to defray the operating costs of distributing tape recorded programs. No money is spent to secure programs. These funds are devoted entirely to the mechanics of editing, duplicating, and distributing programs. There follows a brief indication of the specific expenses.

CAPITAL OUTLAY

Equipment - (Recorders, duplicator, etc.)	$15,000-20,000
Tape - (Currently 6,000 reels-approx.)	$18,000

OPERATING COSTS

	Approximate monthly charge
Personnel - 3 Full time 1 Half time	$ 1,050
Duplicating	$ 350
Mailing-Postage	$ 125
Office-Supplies, telephone, telegraph	$ 100
Maintenance on equipment	$ 50
Miscellaneous	$ 50
Replacement of equipment	?

The above figures while approximate, are not too far from our monthly bills. These costs will change some as time goes by. Some will obviously increase when we begin mailing individual copies to all stations. We sincerely hope that others will decrease. At any rate, these are the main costs in conducting an operation of this sort.

I might also remind you to be prepared to indicate the kind and volume of programs available through the network. I would certainly include the programs being produced under the auspices of the Fund for Adult Education of the Ford Foundation. These are expected to start around the end of February or the first of March. The programs will be broadcast over NAEB Tape Network Stations before any further use is authorized.

Again, if we can be of further help let us know.

Best regards,

Dick Rider

JIM:

My answer to Sy. The only stern part, Paragraph 5, Some Personal exceptions. Was written several days after receipt of the letter, so is not just an attempt to blow off steam.

Some, of the comments in the original letter bother me a good deal. I don't mind being wrong a good share of the time, but to have my motives and my inetentions slandered is quite another matter. It seems in exceptionally bad taste to me, and I should like this reaction known to the rest of the baord.

Have also enclosed what mail there is.

D R

NAEB Tape Network

Date
~~December 26, 1951~~

Mr. Seymour N. Siegel
President, NAEB
2500 Municipal Building
New York 7, N.Y.

Dear Sy:

Well, at least we are in complete agreement on a couple of points. Neither of us believes, "that we are doing more than 50% of the job that should be done". We also agree that, "many of the problems *** are dependent xxxxxxxxx for answers on a question of policy, as well as procedure."

I am not at all certain that we can agree on exactly what the job to be done is, and how much of it can be accomplished with any given amount of facilities. Obviously we are not in agreement on xxx policyx and precisely who should establish it.

Before going further let me say clearly and simply that any personal feelings of mine that creep into this discussion are entirely the result of the desire to make the network service as efficient and as significant as I possibly can. I do not in any way think of this operation as "my baby". I do not posess the slightest desire to establish policy for the network. Both because of personal feeling in the matter, and because it seems better to ~~better~~ suit the democratic nature of the association, I feel policy in relation to the network is a matter for the board of directors and duly appointed committees. I am a paid employee of the NAEB. I am fully aware that I was not hired to dictate policy to the organization. As an employee, however, I strongly feel that on the basis of my experience in this job that I can offer some suggestions and opinions. Not only can, but should offer these opinions. In this spirit the following comments are made. Where policy is established I have and will continue to operate in accordance with that policy.

Furthermore, I have tremendous admiration for you as a person; for your forthright courage and determination. I hold in respect the position you occupy in this organization. In ~~no~~ only instance is any of the following meant as a personal affront to you. I enlarge upon the points you discussed only to offer another opinionx in the effort to reach a more workable arrangement.

1. The package system. You are quite correct in assuming that the package system of distribution was a temporary expedient. It remains so. Its end depends upon sufficient duplicating facilities to allow xxxxxx separate copies for all

stations.

I am blissfully unaware of any "inertia", "terminal conditions", or "frozen thinking" in this office. I am painfully aware of the lack of duplicating equipment. It is well past time that such equipment were installed and operating. We have chosen to go slowly, Jim perhaps more than I, for the simple reason that a sum of money of this size is not apt to be available more than once. We have, therefore, felt it wise to get the best equipment for the job--for whatever we get, we are stuck with for a long time.

I have not taken a survey on the subject--such could be done very easily, of course--but from the unsolicited comments that have come in here the majority of the stations favor the package system over the old method. It allows them the maximum flexibility in scheduling. We are currently mailing fifteen programs. On the old basis this would mean fifteen station groupings and fifteen mailing schedules. The reduction in red tape, paper work, and administrative detail was not intended to lighten our work week here in the office but to assist the stations in getting the maximum service with a minimum of failures and confusion. After careful consideration of the problem of providing maximum program service to more than sixty stations, we decided that the package method was the only answer until all stations could be handled on an individual and separate basis.

2. Programming policies. The kinds, the quantities, and the purposes of programs offered by the network represent a highly complicated problem. It is not, in my opinion, an open and shut case. There are many possible asnwers to the problem, and it seems to me that either the board or a committee, or both, should consider the possibilities over a period of a year or two before finally settling on permanent program policy. This also requires a rather careful study of the member stations to determine their needs, and equally as important, their desires. But, this is no help in the immediate problem.

There is no benefit to be derived from an argument about the semantics of a word such as, "propaganda". Suffice it to say that to my mind, propagandising for Shakespeare and Mozart and propagandizing for the Federal Security Agency are horses of quite different hues. Many experts in the area, Zechariah Chafee, Jr. and Fred Siebert--to name a couple--are alarmed at the growing practice of governmental agencies hiring top-salary public relations men and spending many tax dollars in selling themselves to the public. This coupled with the technique of filtering outgoing information through these public relations organizations may have serious consequences to our traditional free access to all the facts.

I haven't any idea whether such is the case in the present series. My own personal reaction would be much the same as yours. My working opinion, however, remains the same. I think the program should be considered by the duly appointed program committee before it is offered.

Indeed we have offered the UN and UNESCO programs. I'm not certain they are quite in the same class as governmental administrative agencies. However, they may well present the same problems in the future. I also think the board and the committee should consider this type of program and how it should fit into the future network picture.

I am not against programs on subjects that can be considered controversial. Far from it! It is only that I think some democratic process should exist in the organization to decide such issues, to insure that the association is placed in any given position with its eyes open and not because of personal beliefs or whims of mine, nor Jim's, nor, indeed, yours.

3. The Los Angeles County Museum Concerts. Talk about liaison! It is my firm belief that Morton Levine, Bill Sener, and J. Caesar Petrillo have no business whatsoever soliciting the network stations in an effort to promote their program! Which points up a very serious organizational problem which I should like to discuss later.

On the previous L.A. series, nine stations accepted it, at least one of which dropped it before it was half over. I have nothing against the Los Angeles Museum nor against any of the musicians in that area. If we can get some information on the series, if they are decently recorded, and if enough of them are done to guarantee a flow of programs I am all for putting it before the program committee. Now here is case, where some committee recommendation should decide which of several music programs should be offered. We can't offer them all, so who is to decide? In this particular case the mechanics of the thing would have to be straightened out before it could even be considered.

4. Network facilities. We may have been wrong in deciding to have the U of Illinois Recording Service do our duplicating. However, both Jim and I, working closely at the scene, felt that it was the only possible solution. We did think about the problem rather extensively. I don't know of any better way to arrive at such answers.

If we hadn't followed this course we wouldn't be doing much duplicating. We have not yet had the equipment and the personnel to do this job. On the pooled basis currently in operation we get the best possible service at the lowest possible cost. I am of the opinion that in the long run some similar system will be the answer. As long as trained operating and maintenance personnel already exist, and can devote as much time as we require to our work I see no reason to hire and attempt to train new people. We have received nothing but wholehearted cooperation and service. Experience

to date convinces me that our present arrangement yields maximum efficiency and minimum unit cost for duplicating. Being so convinced I see no reason to change the method.

Our staff consists of myself, two full time employees, and a part time student who helps with some of the labor. It is not impossible that there is an amount of work which is more than we can accomplish. Unlike ~~the~~ New York City the middle west ~~xxxxxxxxxxxxxxxx~~ spawns human rather than super beings. How large a staff the membership can eventually support is not yet clear to me. I think it will take some more experience before we can answer that one. It will be necessary to gear the size of the output to a staff that the member stations can support. Perhaps it ~~xxx~~ isn't pessimistic to plan on the staff being composed of normal people--unaddicted to benzedrine and other stimulants.

Wisconsin is dubbing a series of programs this time. It is one of the shows they are contributing to the network. We send them the tape and they return the program ~~xx~~ ready to go. From what Ray Stanley tells me, and observing the rate at which they are coming in, I judge that WHA is finding that duplicating tapes in large volume is not a simple task. They have been doing excellent work, and we appreciate their help and interest. We have tentatively planned to utilize two member stations, perhaps more, on the Ford Fund programs.

Even counting on help from other stations, there is a point somewhere that is beyond our capacity to deliver.

5. Your summing up.

I still favor the package system.

Until we start providing tapes for every station I see no possible way to return to the old style of schedules and report sheets. In any event, as I remember them they always wound up as pages of corrections and re-corrections.

5.

6. Some personal exceptions. I take decided issue with you on the implication that the network is being operated to suit the personal convenience of the members of this office. Such is not the case! Furthermore, I consider it an ill-temperred implication to make.

I am most grateful that I do not work for the City of New York. I refuse to work twenty-four hours a day for any sum of money--let alone my present salary--or for any purpose, no matter how important. Furthermore, I shall take ~~xx~~ such comments more seriously when evidence is forthcoming to indicate that there is anyone on the WNYC staff who has put in longer hours than I have since last January 15. And five months of that for ¼ time pay, too! Meanwhile, such false assumptions as you seem to have made only emphasize the need to bring the output volume and the staff available into closer harmony.

I agree with Browning, "~~xxxx~~ A man's reach should ~~xx~~ exceed his grasp". I have many times changed my idea on what is and is not possible. But, daydreamer though I be, I keep my practical sights on what is "possible".

"A" for effort is perhaps satisfying to an eighth grader, but somehow smacks of insult at this level. Are personal differences of opinion that important?

6. Communication, coordination, and operation.

It would be ridiculous to say that we have kept everyone adequately informed ~~of~~ on everything that is going on here at any given moment. I had thought that we at least made an effort to keep everyone informed on all of the important things. We also report on our progress at board meetings. It is possible that this is entirely inadequate. If so, it can be corrected.

The above, however, was not what I had in mind when I mentioned communication and coordination. It may well be a part of the total picture, but it is by no means the only part.

This problem is many sided and I will try to stick ~~only~~ to those aspects affecting the network. The first illustration might begin; why the storm about getting the programs committee's reactions to a series of programs? Did you not appoint this committee for this purpose? Only too true we have been unable to utilize it fully. We have been forced to make up the schedule largely without their opinions. However, we have reserved it for questionable cases or cases involving a major policy decision. If it had been possible, and I hope it always will be in the future, I would never have sent out a program without the approval of this committee. As stated in general terms earlier, I am not about to say--no! we won't offer a series done by the FSA. All I want to do is submit it for approval by the program committee.

It is absolutely true that we haven't done this in all cases. Is neither the executive director nor the network manager to be allowed any room for exercise of judgement? I repeat, I think all programs should be selected by a committee. The judgment refers to emergencies and the frequent exigencies of an operation of this sort.

In general, it is my thought that the relationship between this office and the officers and board of NAEB is such that a smooth running operation is well nigh impossible. It appears to me to be entirely a matter of organization. Precisely who is responsible for what? How much division of responsibility and decision of committment can there be? I might point out that in the following proposals ~~that~~ when this office is indicated it is intended to imply that the power of decision is vested in the executive director who, I assume, is directly responsible to the NAEB board for such action as he may take.

I will not spend the time discussing the specific instances that have resulted in these proposals. It would take far too much space and time, and I believe the principles will be clear from the ~~specific~~ proposals themselves.

I, therefore, propose the following steps to improve the organizational position of the network in the association as a whole:

a. That the board of directors, appointed committee, or other duly constituted body give serious and detailed consideration to the specific functions of the network, its

policies (including programming), its organizational position, and its operation. Further, that this body establish specific policies in these ~~regards~~ areas.

b. That the network office undertake to publish a dittoed report, similar to the executive director's policy letters, at periodic intervals for the purpose of fully informing members of the board and other interested individuals on all network developments.

c. That the problem of program acceptance be given immediate attention and that a decision be made on precisely who shall have the final power to approve and/or reject programs.

d. That all final arrangements for programs and all committments of the network's facilities be made through this office. Further, that before negotiations have advanced to the final stage all potential sources of programs be put in touch with this office to coordinate details before the final product is prepared.

e. That all gifts, contributions, etc. made to the network be handled through this office. The financial structure within the University's business office provides two funds allowing for a good deal of flexibility. At the same time it makes all accounts a matter of public record ~~and~~ subject to efficient accounting. It seems clear that central financial control is the only sound business practice.

f. That Seymour Siegel and Jim Miles get together and establish a sound and practical relationship between WNYC and the network. That it be clarified what is obtained for the network, and what for the station. That a policy be established whereby the network could pay the recording costs on certain programs desired--where they are acquired primarily for the network.

It is obvious that New York will always be a source of many programs. It is equally obvious that WNYC is the natural obtainer of these programs. Therefore, a practical arrangement whereby the network gets these programs on a basis other than at the convenience of WNYC seems mandatory.

None of this is intended to disparage the enormous contributions of WNYC to the network. I know that we here and all the stations as well feel the deepest gratitude for the many fine programs supplied the network by the New York station. It is purely the mechanics of the process which seem to me to be on an unorganized, helter-skelter basis. I assume we can expect some programs of WNYC origin on the same basis that we receive them from other stations. It is not fair to expect this station to bear added costs and troubles to get things for the network in volume far in excess of the load expected from other stations. On the other hand it does not seem wise to be without an organized understanding as to how this process should work.

g. That all of us curb our personal sentiments and biases and get on with the work at hand.

Such is my story. It is too long now, but I would add one final word. I should like to reemphasize my status as that of an employee. As such, and having some experience with this network operation, I can't help but having ideas as to what makes for a smoother-running and more efficient operation. Such ideas may or may not be right. When it is clear as to who establishes policy, and when these policies are known, I shall make every effort to abide by them to the fullest possible extent; regardless of how they agree or disagree with my own ideas.

With complete sincerity,

Richard L. Rider
Manager, Tape Network

December 26, 1951

Dear Si,

Nancy is in Chicago throwing snow balls no doubt, and my own typing is not a thing of beauty, but I'd like to pass along a few reactions to various communications concerning headquarters operation.

First, I should like to reach to Jim Miles' proposal of December 5.

> In June (or was it early July) of the past summer, the President of NAEB appointed a committee to "supervise" the Kellogg grant between meetings of the full board. That committee was composed of Siegel, Aumann, Poulu, and Miles. The purpose back of a small committee was that four people could get together more often and at less expense to advise with the executive director on headquarters operation than could the full board. This committee has not met as a committee but it or a newly created one could do so, and should, to draw up a blue print for the operation--a badly needed blue-print as pointed out by Jim. I move, Mr. President, that you call together a committee from the board at your earliest convenience to ~~t~~hrash out many of the problems which are an extension of our growing pains--for all of which may Allah be praised!
>
> This small committee could draw up tentative proposals in an effort to solve the questions outlined by Jim in page 2 of his December 5 letter. (Although Jim outlined these as "The Proposal" they are basically questions for x which we need to find answers.)
>
> The full Board could then act on these To toss a bit of grist for the mills: I do not think we need proposals several committees. I suggest that we think in terms of two--within or without the membership of the board: one to think in terms of total operation and one, possibly a sub-committee of the other, to plan specifically for public school stations; and for in-school use of broadcasts done by public school or college stations. I strongly urge, come what may, that a supervisory committee ~~m~~ with full responsibility--subject to board approval--be established and be activated immediately to direct the operation of the Network, of the total headquarters activities, and to guide the destinies of the entire organization. The executive director has the full confidence of us all, but his job was established for the purpose of carrying out the business of NAEB as directed and dictated by the Board. No one man--even of Jim's caliber--should have the total responsibility for the organization. Every move he makes should be the result of careful planning by several members of the Board.

Now, to react to Si's letter of December 21st. in reference to the tape network operation. (Incidentally, I think every member of the Board is obligated by his acceptance of the appointment to react to all of the questions which arise so all may profit by the ideas of the others.)

I know nothing about the NBA series but I do know that it points up the need for the activation of our program acceptance committee. Who now constitutes that committee and how does it operate? Which leads to another question: Who decides what types of new programs are needed by member stations? What determines the ratio of talks, music, drama, etc. to be offered? And Who?

I hold no brief or beef for the current method of tape distribution. My one reaction to it has been that there is a terrific pile of tape tied up in the "package" system; however, this is just one more example of the sort of thing which needs thrashing out in a committee--with reports feeding out to the total Board and the full membership. If the "package" technique is the most desirable from the headquarters viewpoint, let's have it pointed up through discussion, then make it clear why to all concerned. As broadcasters we are not doing a good job of communicating ideas ~~xxxx

December 27, 1951

Miss Jeanne Lowe
Roger Brown, Inc.
40 East 49th Street
New York 17, New York

Dear Miss Lowe:

In thinking about the most advantageous time to release a story on the Tape Network, it would seem wise to utilize a worthwhile news story in conjunction with it. Somewhere near the end of February the NAEB will release a rather important news story concerning several series of programs which are being produced under a grant from the Adult Educational Fund of the Ford Foundation. A sizeable sum of money and a good deal of energy are being expended to secure national publicity on this release. I would think that a story on the Network released to coincide or to shortly follow this release would be the best way to secure maximum effect.

If this sounds like a good idea, please let me know and I will keep you informed as the details of the above plan develop. This would time the Network story toward the end of February or the first of March.

I am enclosing a couple of brochures on the Network and a good deal of material related to the current schedule. The anecdotes and quotations concerning listener reaction will take a little time to assemble since most of them go directly to the stations and rarely come into our office. However, I will get a note out to a number of stations and as soon as they have sent in some of this material, I will forward it on to you.

Our method of operation, as of this moment, probably requires some explanation to enable you to fully understand all of the accompanying material. There is enclosed a list of the stations divided into 12 geographical legs. You will note that this list differs slightly from the one in the brochure, which results from the fact that stations are now required to bear part of the operating costs. On this basis, a number of the stations have been unable to continue at the present time.

We now make one copy of all programs for each of these 12 geographical legs. The stations on each leg then "bicycle" the tapes around to each other.

We currently employ what we call a "package" system. This means that somewhere between four and eight weekly hours of programming are made up for each package. This package goes as a unit to each station and may be retained by the station for a week. They may use as many of the programs as they desire and can schedule them during that week to suit their convenience.

You will notice that our programs are originated by a wide variety of organizations. There exists a committee made up of representatives of member stations which decides program policy and largely determins the composition of the Network schedule. The content of each package is decided upon and an offering is made to the stations according to a tentative time schedule. After the stations have replied a final schedule is made up, copies of which are returned to the stations. The packages are mailed from Headquarters in ample time to meet these schedules.

As much information and material useful in promotion is sent to the stations as far in advance as possible. The stations are completely free to use or reject as many of the programs as they desire. There is no pressure of any kind tending to require stations to utilize programs.

Between the brochures and the dittoed material you can put together a fairly complete list of all the programs which we have offered. This, like many of the other materials, probably will seem disjointed and quite unclear. We do not have anything in writing which fully tells the whole story. However, I hope this letter will provide you enough information so that you will know which aspects of the operation you think would be of interest and about which you would like more information.

Naturally we are very anxious that a good story be published in a national magazine and are most willing to provide you all the information you want and need, so on anything that is not clear or which needs more detailed explanation, please let me know and I will do my best to fill in all of the details.

I also should add that the operation, as roughly outlined above, is a temporary expedient. When we are fully equipped we intend to supply every station with its own copy of all programs. This will make a much simpler and far more efficient kind of organization. It depends, however, upon a large duplicating machine which we do not yet have. We are hopeful that this machine will be built for us by the L. S. Toogood Recording Company of Chicago in the near future, It is only then that this service will achieve the kind of operation that was planned at its inception.

I sincerely hope that this provides you with some more ideas. Again let me say I will be very happy to write at greater length on any phase of the operation which is of interest to you. Do you want any information on physical facilities, equipment, number of tapes used, and so forth? Do you have enough information on the history of the Network? Perhaps more questions will occur to you.

Cordially,

Richard L. Rider
Manager

RLR:WC
Enclosures

Roger Brown
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PRODUCT PUBLICITY - PUBLIC RELATIONS
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PLAZA 5-3100

ROGER BROWN, PRESIDENT

EARLE FERRIS, CHAIRMAN OF THE BOARD

December 14, 1951

Mr. Richard L. Rider
Manager, NAEB Tape Network
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Rider:

Paul Jansen of Minnesota Mining and Manufacturing Company, for whom we handle general consumer publicity, has informed me of your interest in placing some national publicity stories on the NAEB Tape Network. I have already spent some time going over this story with Seymour Siegel and think it has good possibilities for a magazine story if we can get some more material which would indicate public response to the programming your network offers.

Mr. Siegel suggested that I write to you for further information on the NAEB Network. There are two angles that I would particularly appreciate your help on. The most important one, mentioned above, is some specific anecdotes and details on listener reaction around the country. Do you or your member stations have letters from listeners which would indicate that the NAEB network is filling a need not met by the commercial radio stations? If we can show public enthusiasm, the story will have much greater acceptance than if we can only say the member stations have long felt the need for this type of programming.

The other matter which would be of interest is the mechanics of informing stations of available programs and the actual scheduling. Would it be possible for you to send me a sample week's mailing to member stations to show how you work this out?

We would be interested, of course, in any other information which you may think is pertinent. For example, are there any events coming up in the next month or so which would provide a peg for a news story? Your help will certainly be appreciated and we look forward to hearing from you soon.

Best wishes for the network's success.

Sincerely yours,

Jeanne Lowe

Jeanne Lowe

JL:im

Network Dick Hull w/c

PROPOSED MEMBERSHIP COST IN NAEB TRANSCRIPTION NETWORK

	Column 1	Column 2	Column 3	Column 4
1		10 Watt	11-4999 Watt	5 Kilowatts
2	First Hour	$ .75	$ 1.00	$ 1.25
3	Second Hour	.70	.95	1.20
4	Third Hour	.65	.90	1.15
5	Fourth Hour	.60	.85	1.10
6	Fifth Hour	.55	.80	1.05
7	Weekly	3.25	4.50	5.75
8	30 Weeks Rate	95.00	125.00	175.00
9	52 Weeks Rate	150.00	225.00	300.00
10	Initial Contribution	75.00	100.00	125.00
11	If 15 members join from each category, the following applies:			
12	From Initial Contribution	$1125.00	$1500.00	$1875.00
13	From 52 Week Contribution	2250.00	3375.00	4500.00
14	Totals	$3375.00	$4875.00	$6375.00

If the 45 members who join do contribute $14,625.00, the money would be budgeted thusly:

Salary (2/5 of $3750.00 technician)	$ 1500.00
Wages (2/5 of $2000.00 clerk)	800.00
Postage (45 stations X 270 days X 35¢/mailing)	4250.00
Tapes (45 stations X $5.00/2400 ft. tape X 20 days)	4500.00
Shipping cases (45 stations X 20 days X $2.00/case)	1800.00
Office supplies (labels-letterheads-forms-postage)	275.00
Reserve	1500.00
Totals	$14625.00

Financial Support as indicated by the questionnaire:

10 Tapes--10 stations	$100--8 stations
15 Tapes--1 station	$200--1 station
20 Tapes--4 stations	$300--None
30 Tapes--2 stations	$400--None
40 Tapes--None	$500--2 stations
50 Tapes--2 stations	
As much as its share--1 station	

Referring to per program costs @ station

TENTATIVE PROPOSED SCHEDULE NAEB NETWORK
STARTING JANUARY 1, 1951

HOUR	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
:00	STORIES 'N STUFF WILL	SHAKESPEARE AT WORK WUOM	HISTORY AND MYTH LECTURE WHA	HISTORY AND MYTH PLAY WHA	COMEDY & TRAGEDY WHA
:15	STORIES 'N STUFF WILL	SHAKESPEARE AT WORK WUOM	HISTORY AND MYTH LECTURE WHA	HISTORY AND MYTH PLAY WHA	COMEDY & TRAGEDY WHA
:30	MILESTONES OF FREEDOM WUOM	SCIENCE AND PEOPLE WILL	LIVING IN LATER YEARS WUOM	ATOMIC ENERGY FOR PEACE WUOT Co-op	AGRICULTURAL RESEARCH WBAA Co-op
:45	A WORLD IN TUNE KUSC	STATE SHRINES WKAR Co-op	MEDICAL RESEARCH WUOM Co-op	ATOMIC ENERGY FOR PEACE WUOT Co-op	FAR EASTERN PROBLEMS KOAC Co-op

TENTATIVE PROPOSED SCHEDULE NAEB NETWORK
STARTING APRIL 1, 1951

Hour	Monday	Tuesday	Wednesday	Thursday	Friday
:00	Mental Health WUOA	Industry Documentary WUOM	U. of Illinois Concert Band WILL	Our World in Crisis WABE	The Ins & Outs of Music WKAR
:15	Mental Health WUOA	Industry Documentary WUOM	U. of Illinois Concert Band WILL	Our World in Crisis WABE	The Ins & Outs of Music WKAR :25 Safety Shows WNAD
:30	America's Great Inventions WNAD	Americans of Thought And Action WNAD	U. of Tulsa Radio Chorus KWGS	Man And The Universe U. of N. Carolina	Tean Time WCAL
	American History WAER Co-op	Soil Conservation WBAA Co-op	Masterworks Story WCAL	Home and Family Life WUQA	Invitation to Read KOAC

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